

MANAGING SOCIAL MEDIA OF EDUHOUSE

SEMARANG

A FINAL PROJECT REPORT



By

Ignasia Ratnaningsih

21.J2.0004

ENGLISH STUDY PROGRAM

FACULTY OF LANGUAGE AND ARTS

SOEGIJAPRANATA CATHOLIC UNIVERSITY

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2025

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**A Final Project Report Presented as a Partial Fulfilment for the
Requirements for the Degree of *Sarjana Sastra* in the English Study
Program**



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SUMMARY

Preparing yourself to enter the professional world requires sufficient skills.

Internship is one of the means that can be done to add to the skills possessed. On this occasion the author had the opportunity to carry out internship program activities held by the Faculty of Language and Arts, SCU University. This internship program was held at EduHouse from August 5, 2024 to December 20, 2024. During the internship program the author was placed in the Social Media Marketing division. The writer was given the task of running the social media of EduHouse Preschool, having to create interesting content to increase the audience. Where interns have several tasks including, creating interesting content to increase viewership, documenting EduHouse Preschool activities, reposting reels and single posts to Instagram stories.

RINGKASAN

Mempersiapkan diri untuk terjun di dunia kerja yang sesungguhnya memerlukan skill yang cukup. Magang adalah salah satu sarana yang dapat dilakukan untuk menambah skill yang dimiliki. pada kesempatan kali ini penulis berkesempatan untuk melakukan kegiatan program magang yang diadakan fakultas bahasa dan seni universitas SCU. Program magang ini dilaksanakan di EduHouse pada tanggal 5 agustus 2024 sampai 20 desember 2024. Selama program magang penulis ditempatkan di divisi Social Media Marketing. Penulis diberi tugas untuk menjalankan sosial media dari preschool EduHouse, Dimana intern memiliki beberapa tugas diantaranya, membuat content yang menarik untuk meningkatkan jumlah penonton, mendokumentasi kegiatan EduHouse Preschool, merepost reels and single post ke story instagram.