

ABSTRACT

As human resources, we are required to have expertise, experience and sensitivity in overcoming and dealing with various problems and challenges that occur in the world, one of which is the world of work. Based on this, practical work really helps students in getting to know and as an illustration the author is already familiar when entering the world of work. The use of the internet has become a necessity in almost every aspect of people's lives. This is supported by a rapidly growing field of life that takes advantage of today's technological developments. Therefore, the creative digital world, especially digital marketing, uses the internet as a medium to upload and disseminate marketing information so that it is achieved and conveyed properly to the public. One of the companies engaged in the creative digital world, especially in the field of digital marketing, is Enrich.Lab, so the author decided to do practical work at the company. The main reason the author does practical work at Enrich.Lab is to deepen his knowledge and experience in the world of creative digital work.

Keywords: Social Media Management, Digital Agency Marketing, Enrich.Lab.