

ABSTRAK

As human resources we are required to have the expertise, experience and sensitivity in overcoming and dealing with various problems that occur in the world, one of which is the world of work. Based on this, practical work is very helpful for students and female students in getting to know and as an illustration the author is no longer a stranger when entering the world of work. The internet has become a necessity in almost every aspect of people's lives. This is supported by rapid developments in the field of life that utilize technology. Especially the Creative Agency world which uses the internet as a medium for uploading and increasing marketing traffic so that it is achieved and conveyed properly to the public. One of the companies working in the Creative Agency field is Erere Studio, so the writer decided to do practical work at that company. The author's main reason for doing practical work at Erere Studio is to deepen knowledge and experience in the world of Creative Agency work.

Keywords: Social Media Management, Creative Agency, Erere Studio.