



**DEVELOPMENT OF A WEBSITE AS A WORKPLACE  
FOR SOCIAL MEDIA MARKETING SPECIALIST AT PT.  
INDOESPORTS**

**UNDERGRADUATE THESIS**

**Submitted as one of the requirements to obtain  
Sarjana Komputer**

**By:**

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**FACULTY OF COMPUTING**

**INFORMATION SYSTEM**

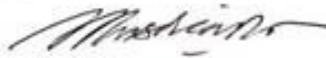
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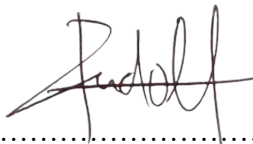
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## **ABSTRACT**

Media companies are companies that provide information or news about certain matters to the general public through cable news networks, national newspapers, entertainment, programs, articles, documentaries, and editorials. In the current era, media companies do not only share news or events through cable networks or newspapers, media companies can also provide news or events through their social media accounts, such as the company's official website or web portal, Instagram, TikTok and other platforms in order to reach their target customers. PT. Indoesports is part of a media company in Indonesia where this company also follows technological developments in reaching its target consumers such as sharing news or events through the company's social media platforms. But now PT. Indoesports does not have a system for create and manage all contents on the Indoesports social media platform.

This final project will discuss the development of a system for create and manage content on PT. Indoesports. This system, which was developed in the form of a website, is intended for social media specialists PT. Indoesports at work or it can also be called this system is the workplace for social media specialists. This system function for social media specialist PT. Indoesports in creating content, selecting content to publish on the company's social media platforms, and creating social media specialists PT. Indoesports can coordinate well with each other.



## **ACKNOWLEDGMENTS**

First of all, I thank God Almighty, who has given me health, safety, and intelligence while working on this thesis. This thesis is entitled "Development of a Website as a Workplace for Social Media Marketing Specialists at PT. Indoports." and this thesis was made as one of the graduation requirements at President University.

During at University, I got a lot of new things that made my way of thinking more positive and more advanced. Therefore, I am very grateful to:

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