

ABSTRACT

This report explains the use of LinkedIn as a strategic medium to enhance brand awareness for PT Padepokan 79, a company focused on IT talent provision. The internship activities centered on managing the company's LinkedIn account by developing content strategies, producing visuals and copywriting, and conducting periodic performance evaluations. The challenges included the absence of a structured content strategy, low audience engagement, and limited performance evaluation. The solutions involved developing a weekly content calendar, creating research-based content, and analyzing performance through LinkedIn analytics. The results showed significant improvements in both audience engagement and content quality. This report offers a strategic overview to support professional branding and expand corporate digital communication through LinkedIn.

Keywords: LinkedIn, brand awareness, branding strategy, content marketing, social media.