

ABSTRACT

In 2045 our nation will face a demographic bonus, there needs to be a comprehensive focus and handling. However, the Central Statistics Agency (2021) noted that as of August 2021 the number of unemployed in Indonesia was 9.1 million, an increase of 400,000 from the previous period in February 2021. There are still many final year students and fresh graduates who do not know their potential to be able to compete in the world of work. due to a lack of self-awareness. The solution to this problem is the Career Preparation Bootcamp iIdentify: Unlock Your Potentials! created by Indonesia's Leaders business unit, Selfdev Indonesia. The author uses the event management cycle in event implementation and social media content marketing to build awareness. The result is that with the event management cycle can get a Net Promoter Score of 9.6/10 from participants and 8.4/10 from mentors and can increase awareness by adding followers , 221,188 reach , and 13,726 total likes .

Keywords: career preparation bootcamp, event management. social media content strategy.