

ABSTRACT

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DIGITAL PUBLIC RELATIONS AND SOCIAL MEDIA ACTIVITIES AT KAUMDESIGN AGENCY

During the internship (KP) at KaumDesign Agency, the intern served in Digital Public Relations and Social Media, drawing from a foundation of knowledge gained in courses such as Public Relations Strategies and Tactics, Online Public Relations, and Public Relations Production, as well as other relevant creative skills. The intern participated in various online and offline activities, with the majority conducted through Work From Home (WFH). The intern's main responsibilities included creating social media content for LKP RI and Performa Plus accounts, documenting events, as well as performing writing and editing tasks. Additionally, the intern prepared press releases for key events and designed content plans to support the company's social media strategies. This internship experience helped the intern deepen their understanding of copywriting, data analysis, and audience research to meet the needs of the creative industry. The intern also developed skills in creating company profiles and adapting to digital trends. Participation in offline events expanded the intern's experience and professional network, enhancing a portfolio that will be valuable for future endeavors. This experience provided a strong foundation, enhancing the intern's competence in applying theoretical knowledge from coursework to real-world situations, while strengthening readiness for a career in the professional field.

Keywords: Digital Public Relations, Social Media, KaumDesign Agency, content creator.