

ABSTRACT

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FUTSAL LEAGUE CONTENT PRODUCTION ACTIVITIES ON INSTAGRAM AT THE INDONESIAN FUTSAL FEDERATION

Involvement in the work profession at the Indonesian Futsal Federation provides a deep understanding of the futsal world, particularly in the role of the public relations team. Interns are responsible for bridging communication between internal and external parties, designing and implementing various events, and evaluating the activities that have been carried out. Their main tasks include building constructive relationships with external parties, serving as the primary contact for communication, and assisting in meeting the needs of external parties. Additionally, interns are also involved in event management and content production for the Instagram platform, including the creation of match highlight content. This content serves as a medium for information and aims to enhance fan engagement and build a community around futsal leagues in Indonesia. Through this experience, interns realize the importance of effective communication in maintaining relationships with stakeholders and how the content produced can contribute to a positive image and the growth of the league on social media.

Keywords: *public relations, federation futsal indonesia, planning, implementation, evaluation, and special event*