

ABSTRACT

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CONTENT PRODUCTION ACTIVITIES ON PRAMBORS' SOCIAL MEDIA AT PRAMBORS RADIO

During the professional work program, the intern worked in the radio media sector, focusing on Brand Activation at Prambors Radio. The role of Brand Activation is crucial in supporting promotion and marketing strategies, including promotional planning, research, social media content production, as well as the execution and evaluation of marketing activities. The intern's responsibilities involved cross-team collaboration to design promotional concepts, manage social media platforms, and coordinate with event partners and musicians collaborating with Prambors. Through this internship, the intern participated in various activities, such as content production for Prambors Stage, We The Fest 2024, and Prambors Talk. The intern also explored research techniques, reality framing, visual capturing, and content editing, which are linked to learning outcomes from courses like In-Depth Television Reporting and Journalism Law and Ethics. Additionally, the internship provided insights into the importance of Integrated Marketing Communication (IMC) strategies aligned with digital trends. This experience not only enhanced the intern's technical skills but also improved their communication, creativity, and adaptability in the media industry. This report highlights the relevance between academic theories and practical applications, offering insights into the strategic role of radio media in leveraging digital platforms to strengthen branding and engagement with young audiences.

Keywords: Content Production, Brand Activation, Prambors Radio, Internship