

ABSTRACT

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ACTIVITIES IN THE COMMUNICATION AND GRAPHIC DESIGN DIVISION AT PT UNITED TRACTORS TBK

For four months, I undertook an internship at PT United Tractors, a multinational company specializing in heavy equipment distribution, mining contracting, and energy. My activities included planning and managing the Educulture Fest event, facilitating internal communication with branch offices, sites, and affiliates, producing internal internship content, and contributing to the Educulture Fest 2024 event. Additionally, I played a strategic role in supporting the company's external communication efforts. As a Communication Studies student with a minor in Broadcasting Journalism, this internship allowed me to connect practical experiences with the theoretical concepts learned during my studies and enhance my skills. The tasks I performed were closely related to several courses I have taken, such as Professional Work Practices, Communication Seminars, Feature and Documentary Production, In-Depth Television Reporting, and Journalism Law and Ethics. This internship broadened my understanding of the dynamics of the heavy equipment, mining contracting, and energy industries, while also strengthening my preparedness to face challenges in the professional world.

Keywords: *Broadcasting Journalism, Heavy Equipment, Internship, Corporate*