

## **ABSTRACT**

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### **CONTENT CREATOR AND SCRIPTWRITER ACTIVITIES IN THE COMMUNICATIONS MEDIA DIVISION OF CTARSA FOUNDATION (CT CORP)**

*Practitioner carries out internship activities as a Content Creator and Scriptwriter in the Media Division, Communications Sector of the CTARSA Foundation. The main aim of the internship is to learn and apply communication theory, especially in managing social media content relevant to community empowerment programs. During the internship, interns are involved in various activities, including the production of educational content and promotion of social programs, analysis of content performance, and preparation of manuscripts that are in line with the institution's mission. Internship results demonstrate improved technical and non-technical skills, such as creative writing, time management, and team collaboration. Practitioners also gain practical insight into social media strategies to increase public awareness of social issues, especially in the fields of education and community empowerment. Obstacles faced included misinformation due to limited communication, which was overcome with proactive communication strategies and organized content planning. This internship is a valuable opportunity to connect theory with practice and contribute to supporting the CTARSA Foundation's vision, namely breaking the chain of poverty through quality education and community empowerment.*

**Keywords:** *Internship, Content Creator, Scriptwriter, Community Empowerment, Social Media.*