

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES AS DIGITAL MARKETING CONTENT PRODUCTION AND LIVE HOST AT PRINNA ID (TDA)

This report presents the implementation of the Internship Program at Prinna Id, a micro, small, and medium enterprise (UMKM) operating in the field of Muslim women's fashion. The intern was assigned to the digital content marketing division with key responsibilities in planning, producing, and editing promotional content for digital platforms such as Instagram, TikTok, and Shopee. Additionally, the intern acted as a live-stream host and operator, guiding real-time sessions, preparing products, and engaging with audiences to drive sales and increase online engagement.

Throughout this program, the intern gained hands-on experience in applying digital marketing strategies, including audience analysis, content planning, video editing, and content performance evaluation. The intern encountered several challenges, such as limited editing tools, unstable internet connection, and inadequate content production space. Nevertheless, these challenges were addressed effectively through adaptive and collaborative approaches.

The internship provided significant contributions to the intern's development of both technical and non-technical skills, while also deepening their understanding of digital-based UMKM business practices. This experience is expected to serve as valuable preparation for students entering the fast-paced and competitive field of digital marketing.

Keywords: *internship, digital content, live host, digital marketing, UMKM.*