

ABSTRACT

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PROFESSIONAL WORD ACTIVITIES IN INFORMATION PERFORMANCE MANAGEMENT FOR CIVIL SERVANTS AND THE COOPERATIVE OF THE SECRETARIAT GENERAL OF THE HOUSE OF REPRESENTATIVES OF THE REPUBLIC OF INDONESIA

This report is based on the internship experience of the participant in the MBKM program at the Civil Service Performance and Information Management (MKI) Unit and the Employee Cooperative of the Secretariat General of the Indonesian House of Representatives (DPR RI). The program aimed to apply administrative and management knowledge in a real work setting while also developing technical and communication skills. During the internship, the participant was involved in document management, unit coordination, digital content creation for the cooperative, and other operational activities. The challenges faced included limited time, adaptation to the institutional work system, and the need to produce targeted promotional content. These challenges were addressed through active communication, time management, and the implementation of digital marketing strategies. As recommendations, the participant suggests the digitalization of administrative systems, technical training for intern staff, and improved inter-unit coordination. This experience enhanced the participant's understanding of civil service information management, teamwork, and preparedness for the professional work environment.

Keywords: Professional Work, MBKM, Performance and Information Management for Civil Servants, Employee Cooperative, Administration, Digital Marketing, Work Experience