

ABSTRACT

Zevica Rafisna (2017031020)

OVERVIEW OF PUBLIC RELATIONS AND ADVOCATES WORK FLOW IN PROVIDING PSYCHOEDUCATIONAL CONTENT IN MEDIA AND PUBLICATION DIVISION OF YAYASAN PULIH

While carrying out KP at Yayasan Pulih, intern worked in the public relations and advocacy division in the media and publications division. This new division in Yayasan Pulih's work system focuses on the implementation of its job in providing psychoeducation contents to the wider community through Yayasan Pulih's social media network. Intern also did a daily tasks every day, including creating each one of articles, article content, and content layout design per day. In addition, intern also held work responsibilities as an admin of Yayasan Pulih's Instagram account, which includes the task of uploading daily content, uploading it to Yayasan Pulih's Instagram story, and maintaining good communication and interaction with other Instagram users who interacted with Yayasan Pulih's Instagram account. The implementation of this KP has made Praktikan have a lot of experiences and new knowledges, especially related to the work flow of the work division which involves the use of social media networks and new information and insights from many phenomenas relevant to Yayasan Pulih's focuses.

Keywords : Yayasan Pulih, Psychoeducational Content, Media and Publication Division.