

ABSTRACT

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OVERVIEW OF THE ROLE OF PSYCHOLOGICAL CONTENT CREATOR IN EDUCATING COMMUNITY IN YAYASAN PULIH'S SOCIAL MEDIA

Trainee worked at Yayasan Pulih Public Relations and Advocacy division of the Media and Publication department. During the Internship Program in the Public Relations and Advocacy division, Trainee worked in the Media and Publication department. Trainee carried out the internship work in the Media and Publication department starting from 8 June 2020 until 18 August 2020 for a total of 50 days. While working in the Media and Publication department as a content creator which aimed at providing psychoeducation to the public about mental illness, Trainee got several jobs, such as making article according to the theme set by Yayasan Pulih, making breakdown from a finished article, designing content for publication on Yayasan Pulih's social media, attend online seminars, and become the Twitter admin of Yayasan Pulih's social media. In the Internship Program, Trainee can find out about the flow of work dynamics in a non-profit institution. Trainee also gain a lot of experiences such as increasing connection, gain an insight and new knowledge.

Keywords: content creator, psychoeducation and social media