

ABSTRACT

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DIGITAL CONTENT DESIGN ON RUMA BETA FOUNDATION SOCIAL MEDIA

Throughout fulfilling Profession Work at Ruma Beta Foundation, Intern had worked under the supervision and guidance of the Program Manager. Ruma Beta Foundation is a non-profit foundation formed by an Indonesian musician, Glenn Fredly. The foundation itself has their own goal of improving well-beings through education and individual developing. During the Profession Work, Intern did some work on implementing digital content on Ruma Beta Foundation's Instagram, such as creating Instagram story designs and feeds, video editing for Instagram stories and feeds as well as designing educational content everyday during the Work From Home Period. With the work given to the Intern, the Intern had gain some knowledge on how to create content for the social media by conveying messages that are both educational and informative about Eastern Indonesian arts and culture.

Keywords: digital content, social media, non-profit foundation

