

ABSTRACT

Maulina Dwi Prameswari (2018031069)

PROCESS OF PROFESSION WORKING OF PSYCHOLOGY AS RESEARCHER AND DEVELOPER AT PT. DAPOERDONGENG NOESANTARA

Life skills are very important for every individual, not least for college students because college students are required to be someone who can do everything on their own and is strong in the process of becoming an adult. One way to deepen life skills and general skills to create quality human resources is to introduce the world of work to students. Professional Work is an activity that has the aim of conveying a broad and complete explanation to students about the world of work and training in analyzing theory and practicing it in a company environment. Pembangunan Jaya University implements Professional Work – Merdeka Learning which has been initiated by the Minister of Education and Culture of the Republic of Indonesia in 2020. Practitioners have the opportunity for Professional Work – Independent Study at PT. Dapoerdongeng Noesantara who has collaborated with the Psychology Study Program at Pembangunan Jaya University. This Professional Work Program – Merdeka Learning will convert credits for certain courses that have been determined by the study program. There are four conversion courses taught by the practitioner, namely Professional Work, Psychology in Digital Life and Its Application in Urban Scope, Media Psychology, and Youth Psychology. Each credit will be converted into 45 working hours. Practicing work in the field of Research and Development; and Communications, Marketing, and Partnerships. Practitioners also have the opportunity to be involved in one big program, namely SMASHED Indonesia and MarkComm SMASHED which focuses on social media educational content by implementing psychological theories that have been studied previously. During professional work at Dapoerdongeng Noesantara, the practitioner gains new learning and knowledge in the world of work, how to communicate, and channel ideas and suggestions.

Keywords: Skills, Professional Work, Research, Merdeka Belajar, Dapoerdongeng Noesantara