

ABSTRACT

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AN OVERVIEW OF WORKING PROCESS OF RESEARCH, DEVELOPER, AND PARTNERSHIP SECTION AT PT DAPOER DONGENG NOESANTARA

The goal of a country is to have good quality of human resources, one of the strategy is to spread education evenly to the whole community. Especially for teenagers, as the nation's future assets. Universities apply the educational method of Internship Program such as held by Pembangunan Jaya University as a graduation requirement, which is expected that students will be able to get an overview of the world of work and apply the knowledge they have learned during lectures. Intern had the opportunity to do Internship with Merdeka Belajar scheme at PT Dapoer Dongeng Noesantara. The Merdeka Belajar scheme is Scheme C which is internship in Industrisal, carried out by converting several courses relevant to the activity, directly into the work process. Working hours for 45 hours is equivalent to 1 credit. Intern doing internsip for 405 Hours, and working in the Research, Development, and Partnerships section. Intern had the opportunity to work at one of the company's projects, namely the SMASHED Project youth education program, starting from communicating with potential partners, to conducting research and studies for social media content planning. This opportunity allows intern to directly apply the knowledge or psychological theory that has been studied previously, as well as new experiences and take lessons from this internship experience. By going through this work process, the practitioner can achieve one of the graduate profiles set by the Psychology Study Program at Pembangunan Jaya University, as a Social Marketer.

Keywords: *Human Resources, Internship Program, Merdeka Belajar, Social Marketer, Dapoer Dongeng Noesantara*