

ABSTRACT

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CREATIVE IDEAS DESIGN ACTIVITIES AT PT YES MEDIA GROUP (MYCITY.CO.ID)

While carrying out professional work at MyCity.co.id as part of the creative team, intern work under the supervision and guidance of creative team mentors, in carrying out professional work, intern have the opportunity to carry out assignments and develop in MyCity's existing programs. intern get the task of being a script writer who is in charge of making scripts and also rundowns of MyCity programs, some of which are the CityToday news program and also the CityTalk talk show program, then intern in this professional work activity are also given the task of managing social media MyCity from the initial planning stage of content creation to the distribution and evaluation stage of content. intern in carrying out this work also work on and manage events at the MyCity event, namely the CityTalk talk show program, in this program the intern is tasked with making event rundowns with the creative team and also dealing directly with the speakers of the CityTalk event later. intern also get additional work as content writers, namely writing articles for the MyCity.co.id website.

Keywords: Creative Team, Script Writer, Social Media Management, Event Management, MyCity, intern