

ABSTRACT

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A WORK OVERVIEW OF RESEARCHERS AND DEVELOPMENT IN THE FIELD OF RESEARCH, DEVELOPMENT, AND PARTNERSHIP AT PT DAPOERDONGENG NOESANTARA

Professional Work Activities carried out by the student aim to provide an overview of the world of work, as well as apply the knowledge that has been learned by the student while studying in the Professional Work program. Professional work carried out by student follows the Independent Learning scheme which is included in the Ministry of Education and Culture program. Through the Merdeka Learning scheme, the student converts several courses such as Professional Work, Psychology in Digital Life and Its Application in Urban Scope, Youth Psychology, and Media Psychology in Professional Work activities. Student start working from June 14, 2021 to September 3, 2021. During the implementation of Professional Work, the student is placed in the Research, Development, and Partnership section with the position of Researchers and Development. Practitioners have the opportunity to participate in two programs held by Dapoerdongeng, namely the SMASHED Online Program, and also the Markcomm SMASHED. By participating in this Professional Work activity, it is hoped that the practitioner will be able to fulfill the learning outcomes of conversion courses and achieve the graduate profile applied by the Education Providers Association (AP2TPI) as well as the profile of Psychology graduates.

Keywords: social media, education and culture, youth, researchers and developers