

ABSTRACT

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CONTENT CREATOR CONSULTANT STAFF'S JOB OVERVIEW AT FONBRIGHT INDONESIA

The working world has become more dependent on the digitalization of ICT in the industrial revolution 4.0, and this phenomenon has brought up new demands towards workers, such as digital skills. Internship is a program that is applied by a number of universities, and is used as an approach to improve university students' work readiness and digital skills when they enter the working world as a university fresh graduate. Universitas Pembangunan Jaya is one of many universities that implements internship in the form of the university subject Kerja Profesi. The intern works at PT Fontaine Fulbright Indonesia as a Consultant Staff under the Consultant Division, in which the intern was given tasks such as digital content and online learning video creation revolving around human resource development, and FIT psychological test research. Kerja Profesi Merdeka Belajar has a few requirements that needs to be met, including learning achievements of university subjects such as Understanding Human Behavior In Organizations and Its Application In The Urban Scope, Behavioral Economics, and Computer Based Testing. The internship that is carried out helped the Intern improve digital skills, gain new and existing knowledge, insights along with skills related to what the Intern has learned through the years of education in Universitas Pembangunan Jaya.

Keywords: *Consultant Staff, PT Fontaine Fullbright Indonesia, Content Creator, Research Assistant, Internship*