

## **ABSTRACT**

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### **OVERVIEW WORK PROCESS AS A CONTENT CREATOR ON MEDIA AND PUBLICATION DIVISION IN THE CREATION OF PSYCHOEDUCATIONAL CONTENT ON YAYASAN PULIH'S SOCIAL MEDIA**

*Gender inequality is one of the phenomena that can affect's woman mental health. The inherent masculine and feminine traits and cultural values that exist in society inflict gender role stereotypes. Gender role stereotypes have a psychological impact on both man and woman such as vulnerable to stress and depression, so it is necessary to provide psychoeducation. Psychoeducation is the provision of information related to psychology that is used to improve mental health and public welfare. The application of psychoeducational methods can be through various media, including social media. Social media users are increasing every year, so that social media can be considered as an effective media in dissemination of psychoeducational content. Therefore, intern has an interest and desire to create psychoeducational content and socialize it through social media. Daily work intern as content creator is to write articles, breakdown articles, and create design layout for social media content. Obstacles that experienced intern as content creator is there is no big theme for article creation, slow supervision flow, no evaluation meeting related to article creation, and no content timeline and work schedule. Merdeka Belajar Internship in Yayasan Pulih provide new learning to intern such as new experience and an overview of the world of work in the field of psychology as a content creator.*

**Keywords:** *gender inequality, media and publication, internship, psychoeducation, social media.*