

ABSTRACT

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SOCIAL MEDIA MANAGEMENT AT NON-GOVERNMENTAL ORGANIZATION KEMITRAAN – PARTNERSHIP FOR GOVERNANCE REFORM

Internship Program are one of the prerequisite courses in the Communication Studies Program, Faculty of Humanities and Business, Pembangunan Jaya University. For this reason, practitioners as students of the Communication Studies Program carry out this Internship Program at KEMITRAAN – Partnership for Governance Reform, or KEMITRAAN, which is a non-governmental organization. The practitioner carries out Internship Program for approximately 500 hours or three months. The practitioner chooses KEMITRAAN as a place to carry out professional work activities because previously the practitioner did not have knowledge of non-governmental organizations in Indonesia and how the work flow in the field of communication. The work carried out by the practitioner is in the field of communication, namely social media management in the content planning section, website management in the article management section, media relations, database management, and virtual coverage. In carrying out these jobs, the practitioner certainly faces various technical obstacles and obstacles that come from the limitations of the practitioner's knowledge. To control these obstacles, the practitioner makes several efforts so that the work can be completed correctly and on target.

Keywords: Internship Program, Non-governmental Organization, Content Plan