

## **ABSTRACT**

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### **DESCRIPTION OF PSYCHOLOGICAL AS A SOCIAL MEDIA SPECIALIST IN THE PEOPLE DEVELOPMENT DIVISION AT PT A2S CONSULTING**

The development of increasingly advanced technology makes organizations / companies need employees who can adapt to world developments. Currently, students need to develop their skills, not just rely on academic achievement. In addition to having an educational history that is relevant to the field of work, students also need to hone their skills or abilities through internship programs or professional work. Pembangunan Jaya University has made the professional work program one of the graduation requirements. This is done so that students can hone their skills or abilities, and have an overview of the world of work so that when they graduate they are ready to face competition with the skills and experience they have mastered. In the professional work program, the practitioner has the opportunity to carry out professional work in the field of industrial psychology at PT A2S Consulting which is a psychology consultant with a focus on human resource development. The practitioner's job is as a social media specialist, where one of them creates psychoeducational content. In addition, they also carry out additional work such as carrying out quality control of the assessment results, to providing instructions for conducting psychological tests to test participants.

**Keywords:** Professional Work, Psychoeducation, Psychological Test, Social Media Specialist.