

## **ABSTRACT**

**Rania Azzahra (2019061052)**

### ***VISUAL DESIGNER OF SOCIAL MEDIA CONTENT DIREKTORAT PENDIDIKAN TINGGI, RISET DAN TEKNOLOGI - KEMENDIKBUDRISTEK***

*Intern is an activity that gives students an overview of the world of work. The Intern program is an activity that must be carried out at Pembangunan Jaya University and has the goal of fulfilling Intern courses in semester 7 and as a graduation requirement with a weight of 3 credits.*

*Practitioners have done professional work at the Direktorat Jenderal Pendidikan Tinggi, Riset dan Teknologi- Kemendikbudristek for 3 (three) months starting from 03 October 2022 to 31 December 2022. Direktorat Jenderal Pendidikan Tinggi (abbreviated as Ditjen Dikti) is one of the main units in the Kementerian Pendidikan dan Kebudayaan. Direktorat Jenderal Pendidikan Tinggi has the task of organizing the formulation and implementation of policies in the field of academic higher education. The address is Jenderal Sudirman Gate 1 Senayan Building D, Central Jakarta 10270. Professional work is carried out on Mondays & Fridays WFO from 09.00-17.00 WIB and on Tuesdays – thursday WFH.*

*Intern work also aims to improve self-quality, learn to socialize and build relationships to build a wider professional network. Intern at the Direktorat Jenderal Pendidikan Tinggi, Riset dan Teknologi practitioners must be responsible for designing graphic designs for social media such as Instagram Feeds, Instagram Stories, entrusted content, game content and event content. As part of the Ditjen Dikti design team, the practitioner is able to handle various obstacles to master the skills.*

**Keywords:** Intern, Visual Designer of social media content, Direktorat Jenderal Pendidikan Tinggi