

## ABSTRACT

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### ***PUBLIC RELATION, MEDIA, AND PROMOTION DIVISION ACTIVITIES FOR PB JAYA RAYA BINTARO'S SOCIAL MEDIA PLATFORM***

*The student takes part in “Merdeka Belajar Kampus Merdeka” (MBKM) program facilitated by the university. MBKM could provide good purpose for final semester students who are willing to experience the working environment directly. The student has taken part as an intern student at PT Pembangunan Jaya Raya (PB Jaya Raya) as a badminton school and club. The student was placed in PB Jaya Raya's Public Relations, Media and Promotion division to handle all social media platforms owned by PB Jaya Raya such as the company's Website, Instagram, YouTube, TikTok and WhatsApp. The student was responsible to design content, find content ideas, create content, write articles, create captions and coordinate with parties who work with PB Jaya Raya. The student was also given task to make press releases during international championships. In this internship opportunity, the student learns many new things, especially in the field of badminton. Besides, the student also learns to add new skills such as video editing, taking moving pictures, and also learn to maintain the relationship between partners which can later help the student in the future work occasion. The student was also asked to maintain the flow of social media or algorithms so that the audience on the PB Jaya Raya social media platform does not experience a drastic decline.*

**Keywords** : *Public Relations, Internship, Social Media Platform, Content Creating*