

ABSTRACT

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ACTIVITIES OF INTERNSHIP AT PT. MEDIA ONSU PERKASA

This internship activity aims to develop and apply the theory and skills acquired during the lecture period into the real world of work that is carried out at PT. Media Onsu Mighty. PT. Media Onsu Perkasa (MOP), which is a company that provides media services. This internship is carried out for 6 months from 9 June 2022 to 9 December 2022. In carrying out this internship, the practitioner chooses the Creative field where this division is tasked with making concepts, treatments, scripts, managing flow during production, bullfighters, create thumbnails, create short videos to give to the promo division, and also upload content that has been produced to the YouTube MOP Channel account. In carrying out the internship, the author applies various lecture theories related to subjects such as Mass Media Relations Management, Public Relations Law and Ethics, and also Crisis Management with the condition of the practitioner's work as a Creative.

Keywords: Media, Creative, Internship, MBKM