

ABSTRACT

Trisha Jivanta Prathiwi (2019041069)

DIGITAL PUBLIC RELATIONS DIVISION ACTIVITIES AT BASS TRAINING CENTER & CONSULTANT COMPANY

BASS (Bintang Anugrah Surya Semesta) Training Center & Consultant is a consulting company engaged in management services, education and training of Human Resources (HR) which are prepared professionally by prioritizing quality and customer satisfaction. BASS has several divisions that support the company's business continuity. Intern carries out the Professional Work program in the Digital PR division. Intern at this institution is to become a content creator, namely to create content on Instagram social media, create content designs, create articles, and make content planning. Designing content planning, creating content, managing accounts becomes a job as long as Practitioners do Professional Work. For three months, Intern gain new experience and insights in the field of Digital

- Public Relations.

Keywords: *Content creator, Social Media, content, digital public relations.*