

## ABSTRACT

### ***Packaging Messages for the Merdeka Internship Program on Instagram (Qualitative Content Analysis of the @magangmerdeka Account for the Period January 2022 – January 2023)***

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*The Independent Internship Program is a program run by the Minister of Education, Nadiem Makarim, who served in the 2019 - 2024 period. Instagram is a social media or means of information and outreach regarding education. The content analysis process is based on each program organized by the minister of education. All uploads that have an activity category become one of the study references which are packaged as content analysis. The unit of analysis used by content researchers on the Instagram account @magangmerdeka in the period January 2022 – January 2023. In previous research entitled "Information Packaging in Instagram Content @LSPRJAKAR TA in Communicating Messages During the Covid-19 Pandemic (Ong Xena Jihan & Glorya. 2020 )" The difference with this research is that the object that is the focus of the research is how to communicate messages via an Instagram account. Informing messages during the Covid-19 pandemic, whereas this research focuses on packaging messages for the independent internship program for students to see the information conveyed on feeds. The aim of this research is to find out the packaging of internship program messages on Instagram accounts for the period January 2022 - January 2023. This research uses content analysis where the results are that the message packaging uses informative message characteristics. This research uses the concept of Public Communication. It is hoped that this research can become a reference for other content creators who discuss educational issues so that they can develop in creating Instagram content.*

**Keywords:** Merdeka Intrenship, Message Packaging, Education, Public Communication

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