

ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN THE DIGITAL MEDIA CORPORATE COMMUNICATION UNIT AT PT TELKOM INDONESIA (PERSERO) TBK.

Profesional Work is an activity that aims to provide students with comprehensive overview of the world of work. Student can increase competence with non-academic experience and become the best graduates. The existence of non-academic experience makes human resources more competitive in the world of work, hence the existence of this professional work. Practitioners are given the opportunity to do Profesional Work at PT Telkom Indonesia (Persero) Tbk which was born on July 6, 1965. During professional work period, the practitioner is placed in the Corporate Communication Digital Media unit. Where the digital media sub-unit has function to produce the company's social media content, manage the company's sosial media, and conduct analytics and monitoring of news about company. In addition, when there are certain events, practitioners are also given the opportunity to assist the tasks and needs of employees in the corporate communication unit. During the implementation of professional work, practitioners gained a lot of new knowledge and insights and got to know more about the world of work.

Keywords: *Professional Work, PT Telkom Indonesia (Persero) Tbk, Corporate Communication, Digital Media.*