

ABSTRACT

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CONTENT MANAGEMENT IN SOCIAL MEDIA NATIONAL ACHIEVEMENT CENTER

Practitioners carry out professional work at the National Achievement Center of the Ministry of Education and Culture, Research and Technology for 3 (three) months with a total of 544 working hours starting from June 19 to September 19. The National Achievement Center is tasked with finding, accommodating and developing the interests and talents of students from various levels. Practitioners are under the Publication team and while undertaking professional work are directly supervised by a work supervisor. Practitioners are responsible for managing content on the National Achievement Center's social media, especially Instagram and Tiktok and have the opportunity to take part in activities organized by the Ministry of Education and Culture, Research and Technology or the National Achievement Center as a publication team. Practitioners are responsible for creating content ideas, interviewing outstanding young talents, creating narratives, and becoming talents. During the Professional Work process, Practitioners have several obstacles, but Practitioners can find solutions and are assisted by Work Supervisors and other Publication teams. There are many benefits that interns get after taking part in professional work, namely that interns learn how to work together in a team, learn to be more communicative, and learn to think creatively in determining ideas.

Keywords: *Internship, Publications, National Achievement Center*