

## ABSTRACT

Javier Rafi Hansuci (2019041097)

### **CONTENT PRODUCTION ACTIVITIES IN THE INTERNATIONAL RELATIONS DIVISION OF THE POLRI**

*Practitioners carry out internship activities in the National Police's International Relations Division under the supervision and guidance of institutional mentors in the Peace and Humanity Section (Bagdamkeman). Practitioners carry out internship activities for six months in the International Relations Division of the National Police, as content production for the National Police institution. Practitioners have the opportunity to be directly involved in planning and managing social media content belonging to Bagdamkeman Polri. Practitioners are also given the opportunity to provide ideas or suggestions for the product to be worked on. Practitioners are given responsibility for creating, designing, documenting and uploading content published on social media Instagram Bagdamkeman @peacekeeperspolri. Practitioners also have the opportunity to provide input and ideas regarding increasing Instagram engagement @peacekeeperspolri. Practitioners are given the responsibility to be able to analyze, create interactive content, educate, and invite people to join peace and humanitarian missions. Practitioners also learn about creating narratives and visual designs for institutional needs. Apart from that, practitioners also develop skills in making bumpers and editing videos of institutional activities and programs.*

**Keywords:** Public Relation's, Content Production, Polri, Internship