

ABSTRACT

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CONTENT PRODUCTION ACTIVITIES AT THE PUBLIC RELATIONS BUREAU AND INFORMATION TECHNOLOGY AT OMBUDSMAN OF THE REPUBLIC OF INDONESIA

This Professional Work Report (KP) describes hands-on experience in supporting public relations activities at the Ombudsman of the Republic of Indonesia Public Relations and Information Technology Bureau. Ombudsman of the Republic of Indonesia (ORI) is a state institution authorized to oversee the implementation of public services. These public services include government and state activities, as well as bodies such as State-Owned Enterprises (BUMN), Regional-Owned Enterprises (BUMD), State-Owned Legal Entities, and private entities or individuals assigned to organize certain public services, which are financed partly or wholly by the State Revenue and Expenditure Budget (APBN) or Regional Revenue and Expenditure Budget (APBD). ORI is an independent institution and is not tied to other state institutions or government agencies. During the internship period, practitioners were actively involved in various activities related to the field of Communication Science such as covering events, making news, photography, creating content storylines, creating Tiktok and Facebook content, editing videos for Instagram reels, camera operators, and so on. During this KP activity, practitioners gain a deep understanding of the importance of effective communication supported by technology in building a positive image of the institution.

Keywords: Professional Work Report, Ombudsman of the Republic of Indonesia, Public Relations, Information Technology