

ABSTRACT

Higher education is one of the institutions that need to take part in creating characteristics and developing the potential of students to become superior human resources and can compete in the world of work. One of the facilities provided to support students in developing their potential is the Merdeka Belajar – Kampus Merdeka (MBKM) program. As one of the programs that support the program, Telkom DDB Internship Program also contributes to developing students into superior and competitive human resources. To raise awareness and provide information about MBKM activities held at the Telkom DDB Internship Program for students, Telkom DDB Internship Program uses social media as the main media to share information about the program, from recruitment information to information about Internship activities. On YouTube's social media content "Get to Know Internship Role at Telkom DDB Internship Program" using podcast format, this content discusses the available Internship Roles along with any activities in each role to provide an overview to students who want to join Telkom DDB Internship Program about the activities they will join as well as the skill set required if they are declared accepted in the Telkom DDB Internship Program.

Keywords: Social Media Content, YouTube, Internship Role, Podcast