

ABSTRACT

Manpower skills that include soft-skills and hard-skills are needed in the industrial world these days, and the government through the Kampus Merdeka program provides training for all students to have the opportunity directly to feel how to be real worker in other words, internships. PT. Arah Dunia Televisi as one of the Kampus Merdeka partners who engaged in television broadcasting services, took part in this program that called the ADiTV multimedia journalism program. Where the participants will be presented directly with the broadcast world, both news and non-news. With the main method namely learning by doing, partners believe that the interns can explore and know more about the ins and outs of broadcasting. There are several methods that are pinned by partners so that the apprenticeship process can also be achieved properly, including focus group discussions, field practice, and individual projects. Thus, partners expect apprentices to be able to face all the problems and be able to create effective - solutions that occur both in the field and at the office.

Keywords: Internship, Kampus Merdeka, ADiTV, Broadcast, Television Program