

ABSTRACT

Socio-cultural changes in the world of work and rapid technological developments make people required to quickly adapt and adjust to meet company needs. Students are expected to have competencies that are appropriate and in line with the industrial world or the world of work with rapidly changing work dynamics. The need for human resources who have quality competence, several companies have created internship programs to facilitate students in developing deeper self-potentials which can later be applied in the world of work. One of the companies that has an internship program is the Telkom Digital Business Directorate Internship Program (DDB Telkom). Telkom Digital Business Directorate Internship Program (DDB Telkom) is a program designed by PT. Telekomunikasi Indonesia Tbk Directorate of Digital Business (DDB Telkom) with the aim of honing soft skills and hard skills in digital companies. The re-branding process from the DDB Telkom Internship program to the DDB Telkom Digistar Internship is part of the selected program in the early career journey available at PT. Telekomunikasi Indonesia through the Digistar roadmap. The re-branding process in this program carries out updates in the company's video profile to increase public awareness in the re-branding of the Telkom DDB Internship program. To produce company profile video content, DDB Telkom's Digistars Internship program uses the social media Youtube as the main medium for distributing the content.

Keywords: Company Profile Video, Youtube, DDB Telkom, Internship