

ABSTRAK

Digital literacy is currently an important key in dealing with technological developments. Social media is currently able to provide good enough convenience to be able to exchange information with each other. The government continues to make efforts to improve digital literacy of human resources (HR). The government hopes that there will be improvements in Indonesian talent. Telkom Indonesia was chosen as the leader of the digital institute hub and the telecommunication and media institute hub by KBUMN. Based on this, Telkom Indonesia through the Indonesia Telecommunication and Digital Research Institute (ITDRI) supports the government's program to improve the quality of digital talent, namely the SMK Internship Matching Program. This final project aims to determine the implementation of the company's project and the process of planning the museum's virtual tour work. The method of collecting data in writing the final assignment is qualitative data in the form of interviews, written digital data, the author's observations in the field. PT. Telkom Indonesia is collaborating with SMK PGRI 2 Sumedang to run the SMK Internship Matching program. Apprentice matching students created a virtual tour of the Prabu Geusan Ulun Sumedang museum. The Prabu Geusan Ulun Sumedang Museum was the choice of group 24 students because based on the perspective of group 24 students, the condition of the museum was starting to be empty of visitors. The project is made with the hope of being able to get a touch of tourism through the company's program in globalization of local treasures from regional tourist objects. PT. Telkom Indonesia and SMK PGRI 2 Sumedang have successfully collaborated to carry out a project implementation in the apprenticeship matching program.

Keywords : digital literacy, digital talent, apprenticeship matching, SMK Center of Excellence