

ABSTRACT

Higher education institutions become one of the institutions that need to participate in creating characteristics and developing the potential of students to become excellent human resources capable of competing in the job market. One of the means provided to support students in developing their potential is through the Merdeka Belajar Kampus Merdeka (MBKM) program. As one of the programs that supports and aligns with the MBKM program, DDB Telkom also takes part in developing students into excellent and competitive human resources. In the Innovation Day program, students are required to actively participate in all activities. The INTalks Podcast, which is aired on the Youtube Innovation Day, is a casual and entertaining talk show program. Unlike the usual information seen through the news, In Talks will always focus on discussing anything in general and is expected to provide new insights or interpretations to the audience in each episode. INTalks Innovation Day consists of three segments, namely Sharing knowledge, Tuesday office break, and Keeping up with the CEO. In this last project writing, the focus will be on producing the Keeping up with the CEO podcast segment, starting from pre-production to post-production processes. In the production process itself, several tools such as Figma for collaborative design and Google Document for creating the Term Of Reference (TOR) are used. The resulting podcast will be distributed through social media on Youtube, connected with the Innovation Day Microsite.

Keywords: Podcast, Youtube, Production