

ABSTRACT

Leveraging Content Creation in Supporting International Relations Office at
Universitas Ma Chung
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This internship report outlines my experiences at the International Relations Office (IRO) of Universitas Ma Chung. It explores the integration of academic knowledge from the English Literature department into practical tasks such as content creation, public relations, and narrative journalism. In this internship report I addressed issues related to copywriting, content creation, public relations, and social media marketing, as well as establishing a consistent brand identity and gaining visibility within the university community. To address these issues, I conducted independent research on relevant theories related to content creation, public relations, narrative journalism, and social media marketing. This report discusses the hurdles encountered, the theoretical frameworks applied, and the practical solutions taken. It serves as a guide for future students at Universitas Ma Chung, offering insights into the complexities of international relations, content creation, and brand building within an academic context. The aim is to provide a realistic perspective and helpful advice for upcoming interns navigating similar roles in the International Relations Office.

Keywords: *Copy, Copywriting, MOA, MOU, Narrative Journalism, Page Layout, Public Relations, Social Media marketing*