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Student Number : J0A021020  
Title : Developing Instagram of RRI Purwokerto As a Media  
To Promote RRI Website and RRI Annual Programs  
First Supervisor : Septi Mariasari, S. Pd., M.Hum.  
Second Supervisor : Indriyati Hadiningrum, S.S., M.Pd.  
Head Examiners : Rosyid Dodiyanto, S.S., M.Hum.  
Secretary Examiners : Gigih Ariastuti Purwandari, S.S., M.Hum.

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### **SUMMARY**

This job training report is entitled “Developing Instagram of RRI Purwokerto As a Media To Promote RRI Website and RRI Annual Programs”, which was compiled after job training activities carried out on August 15 - November 15, 2023, at RRI Purwokerto. The purpose of this job training is to develop Instagram RRI Purwokerto as a promotional media that contains information to promote RRI website and RRI annual programs. The data was collected by some interviews, observation, and hands-on activity.

During the job training, identification of the Instagram account of *humas.rippurwokerto* was made regarding the advantages and disadvantages that exist, as well as making Instagram development steps related to content creation. The results achieved are two English-language posts, namely RRI website advertising videos and RRI annual program activities accompanied by English captions.

There are results from the development of Instagram, such as the increase in the number of audiences, the appearance on Instagram, and the addition of video content that can be enjoyed by the public. The obstacles encountered are the Instagram account that could not be fully accessed, a lack of supporting equipment such as cameras, and a little difficulty in making motion graphics. However, there are solutions to overcome these obstacles by making a schedule of activities, setting the camera quality to 4k, and learning through YouTube.

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## RINGKASAN

Laporan praktik kerja ini berjudul “Developing Instagram of RRI Purwokerto As a Media To Promote RRI Website and RRI Annual Programs”, yang di susun setelah kegiatan praktik kerja yang dilaksanakan pada 15 Agustus – 15 November 2023 di RRI Purwokerto. Tujuan Praktik kerja ini yaitu mengembangkan Instagram RRI Purwokerto sebagai media promosi yang berisi informasi untuk mempromosikan website RRI dan program tahunan RRI. Data dikumpulkan dengan metode wawancara, observasi, dan praktik langsung.

Selama praktik kerja, dilakukan identifikasi terhadap akun Instagram humas.rripurwokerto terkait kelebihan dan kekurangan yang ada, serta membuat langkah-langkah pengembangan Instagram terkait pembuatan konten. Hasil yang dicapai adalah dua postingan berbahasa Inggris, yaitu video iklan website RRI dan kegiatan program tahunan RRI yang disertai dengan caption berbahasa Inggris.

Terdapat hasil dari pengembangan Instagram, seperti bertambahnya jumlah audiens, tampilan di Instagram, dan penambahan konten video yang dapat dinikmati oleh masyarakat. Kendala yang dihadapi adalah akun Instagram yang belum bisa diakses secara penuh, kurangnya peralatan pendukung seperti kamera, dan sedikit kesulitan dalam pembuatan motion graphic. Namun, ada solusi untuk mengatasi kendala tersebut dengan membuat jadwal kegiatan, mengatur kualitas kamera menjadi resolusi 4k, dan belajar melalui YouTube.