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SUMMARY

This final project report was prepared based on a job training carried out for three months at RRI Purwokerto. The main objective of this job training was to create digital flyer templates for programs in Pro 1 RRI to make it easier for people to find out about upcoming event programs.

In carrying out the practice, three methods are used, namely observation, interview, and documentation. The observation was used to observe the content of the flyers and the interviews were conducted to ask questions related to the procedure of making flyers and to request additional elements such as the logo of the RRI institution. The documentation was done to take pictures and recordings needed in making the flyers.

The flyer creation process had several stages, such as pre-production, production, and post-production. Some problems are faced, such as not having enough knowledge about journalism and feeling shy to ask questions directly to the resource persons. These problems are solved by reading news articles, discussing with a mentor, and practicing writing news in the field.

The practice at RRI Purwokerto gave valuable experience in creating digital flyers to promote Pro1 programs. By doing observation, interviews, and documentation, the process of making flyers from planning to design are completed. Although there were some challenges, such as a lack of knowledge in journalism, I was able to overcome them through alternative methods.

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RINGKASAN

Laporan proyek akhir ini disusun berdasarkan kegiatan magang yang dilaksanakan selama tiga bulan di RRI Purwokerto. Tujuan utama dari kegiatan magang ini adalah untuk membuat template *flyer* digital untuk program-program di Pro 1 RRI agar memudahkan masyarakat mengetahui program acara yang akan datang.

Dalam pelaksanaannya, digunakan tiga metode, yaitu observasi, wawancara, dan dokumentasi. Observasi digunakan untuk mengamati isi dari *flyer*, wawancara dilakukan untuk menanyakan hal-hal yang berkaitan dengan prosedur pembuatan *flyer* serta meminta elemen tambahan seperti logo lembaga RRI. Dokumentasi dilakukan untuk mengambil gambar dan rekaman yang dibutuhkan dalam proses pembuatan *flyer*.

Proses pembuatan *flyer* terdiri dari beberapa tahapan, yaitu pra-produksi, produksi, dan pasca-produksi. Beberapa kendala yang dihadapi antara lain kurangnya pengetahuan tentang dunia jurnalistik dan rasa malu saat harus mengajukan pertanyaan langsung kepada narasumber. Kendala-kendala ini diatasi dengan membaca artikel berita, berdiskusi dengan pembimbing, dan berlatih menulis berita di lapangan.

Praktik magang di RRI Purwokerto memberikan pengalaman berharga dalam membuat *flyer* digital untuk mempromosikan program Pro 1. Melalui observasi, wawancara, dan dokumentasi, proses pembuatan *flyer* dari perencanaan hingga desain berhasil diselesaikan. Meskipun terdapat beberapa tantangan seperti kurangnya pengetahuan jurnalistik, hambatan tersebut dapat diatasi melalui berbagai cara alternatif.