

ABSTRACT

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This paper is intended as a report on the internship program that I have done at PT Media Suara Trisakti or more commonly known as Radio 104.2 MSTRI FM for a month and three-week period from April 8, to May 31, 2019, which concerns the Role of the Social Media Division in Selamat Sore Program on Radio 104.2 MSTRI FM. This report discusses what the author did during the internship program, which includes activities carried out by the social media division. The role of the social media division is to interact with listeners by uploading activities to provide information on an event program on Radio MSTRI, especially in the Selamat Sore program. The author can also obtain personal experience both in practice and theory. The conclusions found during conducting this internship program are that Social Media has an important role to interact with listeners in the Selamat Sore program on Radio MSTRI FM.

Bibliography: 10 titles (2011 - 2018), 5 Other Sources.