



TABLE OF CONTENTS

HALAMAN PENGESAHAN.....	i
PERNYATAAN BEBAS PLAGIASI.....	ii
ACKNOWLEDGEMENT.....	iii
ABSTRAK.....	iv
ABSTRACT.....	v
TABLE OF CONTENTS.....	vi
LIST OF FIGURES.....	viii
LIST OF TABLES.....	ix
CHAPTER 1 INTRODUCTION.....	1
1.1. Background of the Study.....	1
1.2. Objectives of the Study.....	3
1.3. Scope of the Study.....	3
1.4. Method of the Study.....	3
1.4.1. Method of Collecting the Data.....	3
1.4.2. Method of Analyzing the Data.....	4
1.4.3. Method of Presenting the Data.....	4
1.5. Presentation.....	4
CHAPTER 2 THE PROFILE OF PUBLIC RELATIONS UNIT OF DEPARTMENT OF LANGUAGE, ARTS, AND CULTURAL MANAGEMENT (DBSMB), VOCATIONAL COLLEGE, UNIVERSITAS GADJAH MADA.....	5
2.1. History of the Department of Language, Arts, Cultural Management (DBSMB), Vocational College, Universitas Gadjah Mada.....	5
2.2. Vision, Missions, Targets, and Goals of Department of Language, Arts, and Cultural Management, Vocational College Universitas Gadjah Mada.....	6
2.2.1. Vision.....	6
2.2.2. Missions.....	6
2.2.3. Targets.....	7
2.2.4. Purposes.....	7
2.3. The Organizational Structure of Department of Language, Arts, and Cultural Management (DBSMB), Vocational College, Universitas Gadjah Mada.....	7
2.4. Profile of Public Relations Unit of DBSMB, Vocational College, Universitas Gadjah Mada.....	9
2.4.1. History of Public Relations Unit of DBSMB, Vocational College, Universitas Gadjah Mada.....	9
2.4.2. Vision and Missions of Public Relations Unit of DBSMB, Vocational College, Universitas Gadjah Mada.....	10
2.4.3. The Organizational Structure of Public Relations Unit of DBSMB, Vocational College, Universitas Gadjah Mada.....	10
CHAPTER 3 THE PROCESS OF CREATING CONTENT FOR @DBSMB.SVUGM INSTAGRAM ACCOUNT.....	12
3.1. Instagram Content.....	12
3.2. Writing and Designing Content.....	14
3.2.1. Writing Content.....	14
3.2.2. Designing Content.....	15
3.3. The Process of Creating Content.....	16
3.3.1. The Process of Creating Content for <i>Kabar DBSMB</i> Segment.....	16



3.3.2. The Process of Creating Content for <i>Mahasiswa Inspiratif, Dosen Inspiratif</i> , and <i>Cerita Alumni</i> Segments.....	22
3.3.3. The Process of Creating Content for <i>SV Yang Harus Kamu Tau</i> and <i>UGM Yang Harus Kamu Tau</i> Segments.....	29
CHAPTER 4 CONCLUSION.....	34
4.1. Conclusion.....	34
4.2. Recommendations.....	35
REFERENCES.....	36
APPENDICES.....	38
Appendix 1: List of Informants.....	38
Appendix 2: List of Interview Questions.....	39
Appendix 3: Internship Photos.....	40
Appendix 4: Logbook.....	42
Appendix 5: Curriculum Vitae.....	53



UNIVERSITAS
GADJAH MADA

THE PROCESS OF CREATING CONTENT FOR @DBSMB.SVUGM INSTAGRAM ACCOUNT
DAYANTI, Erlin Estiana Yuanti, S.S., M.A.

Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>