

As communication student, I interested to become content writer, campaigns planning, marketing communication strategies and I also interested trying new things and getting into it, looking for what I can do and giving my best dedication as an undergraduate communication management student.



Communication Management  
Faculty of Communication Science  
Padjadjaran University  
2018

WORK EXPERIENCE  
JAN-JUN 2020

## MONOLOG : Campus Magazine As a Reporter and Writer

I worked on a major work program from the content division as a reporter and writer at the Padjadjaran university magazine called Mankom Monolog Vol. 15. Monolog vol 15 is expected to encourage people to be more open and responsive to the phenomena that happen around us, such as a series of shocking events, the emergence of issues circulating in the public that are interesting to discuss and criticize.

Available at [bit.ly/Monolog15byHimamankom-Issuu](http://bit.ly/Monolog15byHimamankom-Issuu)



## PUDING! Purple Podcast Airing As Scriptwriter & Broadcaster

An audio channel created by Hima Mankom Fikom Unpad. PUDDING! discusses a wide range of things, from everyday experiences to current problems that are casually packaged and only in each episode.

I Worked with the team to concepting and producing the podcast also be a broadcaster and scriptwriter in the premiere episode of the podcast.

Available at [bit.ly/ProblemaWFHPodcast](http://bit.ly/ProblemaWFHPodcast)

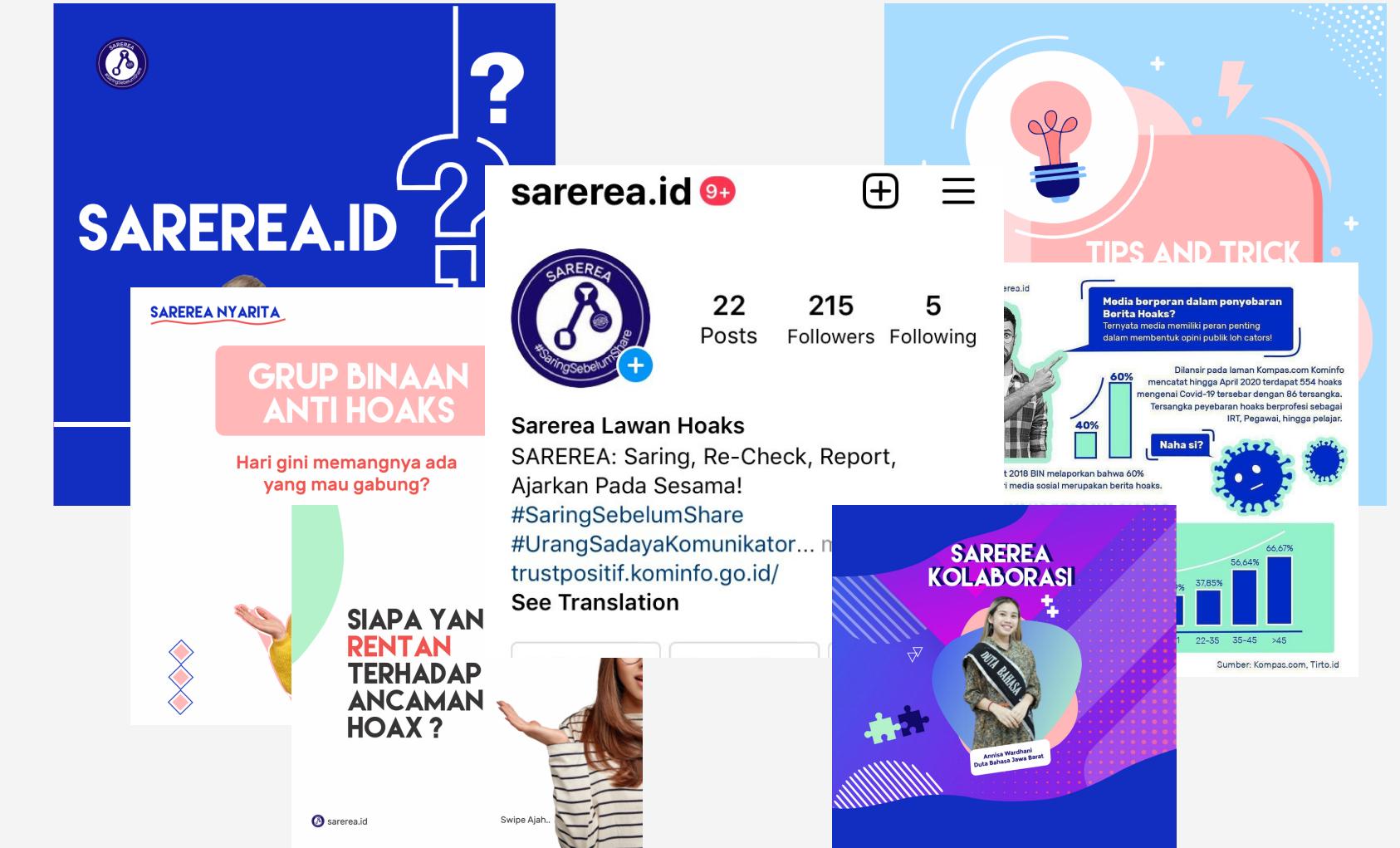


## WORK EXPERIENCE NOV-DES 2020

# SAREREA.ID : Saring, Recheck, Report, Ajarkan pada sesama! As Content Writer & Video editor

Digital campaigns aimed at the public can increase awareness of the importance of digital literacy, so that they don't easily believe hoax news on various social media. This campaign contributes to giving free education for the public regarding digital literacy and the spread of hoaxes. I participate in creating campaign strategies through social media, writing content, and video editors.

Our target campaign is aged 35 years and over for primary and the younger generation (millennial and Z) for secondary. We use this digital campaign using WhatsApp and Instagram social media, which we fill with educational content about what hoaxes are, who is vulnerable to the threat of hoaxes, why do people believe in hoaxes and also add collaborations from several stakeholders such as members of the Indonesian police and several language ambassadors participate in enlivening this digital campaign



Available at [bit.ly/SAREREA\\_LAWAN\\_HOAKS](https://bit.ly/SAREREA_LAWAN_HOAKS). The digital campaign that we conducted for approximately 1 month has managed to get 250 followers, 22 content and also the ig story sarerea.id filter that has successfully achieved the KPI target (key performance indicators) that have been set.