

LAMPIRAN

A. Surat Pengantar MBKM (MBKM 01)

MBKM-01 Cover Letter MBKM Internship Track 2

Tangerang, February 12th 2025



No : 1/UMN/FTV/Internship Track 2/II/2025
Subject : **Student's Application for MBKM Internship Track 2**

Dear. Head of Human Resource Department

Rumah BUMN

Universitas Multimedia Nusantara's providing the MBKM Internship Track 2, a work-integrated learning program, for students to hone their skills according to their talents and interests into the real work environments. Students directly doing Internship Track 2, in the company to learn solving problems based on knowledge that gained in campus, to link and match Internship Track 2 program with the curriculum as preparation for their future careers.

We pleased to inform the student with the following details:

Student ID : 0000059872
Student Name : Aprillia Christina
Academic Program : Film
Email : aprillia.christina@student.umn.ac.id
Mobile Phone : 6295326590893

Company will be received the student as an employee and Internship Track 2 participant, he/she express their willingness to follow 640 working hours or 100 working days prior to work rules 8 hours per day. Therefore, UMN's student must obey all regulations stipulated by company from time to time.

Along with respect, we considered our student to get selected in the Internship Track 2 program from your company. We thank you and look forward to hear employment acceptance letter of our student's.

Sincerely,

**Head of Departement Film Program
Multimedia Nusantara University**



(Kus Sudarsono, S.E., M.Sn.)

B. Kartu MBKM (MBKM 02)

MBKM-02 MBKM Internship Track 2 Card



MBKM INTERNSHIP TRACK 2 CARD

Name : Aprillia Christina	Student ID : 00000059872
Address : Jl.Kramat V no.13 Jakarta Pusat	Mobile Phone : 6295326590893
MBKM Internship Track 2 Acceptance Letter No: 122 RB-J.INTRN/III/2025 Letter Date : 17-02-2025	
Advisor's Name : Jason Obadiah, S.Sn.,M.Des.Sc.	
Company Name : Rumah BUMN	
Company Address : Samping BRI, Jl. Letjen S. Parman No.09, RT.13/RW.1, Kemanggisari, Kec. Palmerah, Kota Jakarta Barat, Daerah Khusus Ibukota Daerah Khusus Ibukota Jakarta, 11480	City : Jakarta Barat Postal Code: 11480
Company Website : -	Company Phone : (021) 3812611
Supervisor's Name : Jajang Supervisor's Phone : 62 815-9754-711 Supervisor's Email : jajangrohmana14@gmail.com	Supervisor's Position : Head Supervisor's Ext. : -
Department : Creative	Position : Tim Kreatif
Acceptance Date : 13-01-2025	

This MBKM Internship Track 2 Card has been completed with my real information and can be accounted for. I am ready to be disqualified if the data given are incorrect.

Tangerang, March 20th 2025
Student's signature

Aprillia Christina



Supervisor's signature &
Company stamp



Jajang



C. Daily Task Kewirausahaan (MBKM 03)

MBKM-03 Daily Task - Internship Track 2



Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
1	14/01/2025	08:00	19:00	- perkenalan - membuat content	Approved at 04 Maret 2025 19:50
2	15/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN	Approved at 04 Maret 2025 19:50
3	16/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN	Approved at 04 Maret 2025 19:50
4	17/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN	Approved at 04 Maret 2025 19:50
5	20/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN	Approved at 04 Maret 2025 19:50
6	21/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN - membuat script podcast	Approved at 04 Maret 2025 19:50
7	22/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN - membuat script podcast	Approved at 04 Maret 2025 19:50
8	23/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bumN - membuat script podcast	Approved at 04 Maret 2025 19:50

Notes:

1. Copied Form must be attached in report when registering for exam

In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
9	24/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bum - membuat script podcast	Approved at 04 Maret 2025 19:50
10	27/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bum - membuat script podcast - feedback mentor - revisi	Approved at 04 Maret 2025 19:50
11	28/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bum - membuat script podcast - feedback mentor - revisi	Approved at 04 Maret 2025 19:50
12	29/01/2025	08:00	17:00	- membuat content - brainstorming podcast - reset podcast bum - membuat script podcast - feedback mentor - revisi	Approved at 04 Maret 2025 19:51
13	30/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bum - membuat script podcast	Approved at 04 Maret 2025 19:51

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In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
14	31/01/2025	08:00	19:00	- membuat content - brainstorming podcast - reset podcast bum - membuat script podcast	Approved at 04 Maret 2025 19:51
15	01/02/2025	08:00	19:00	- review produk - membuat content	Approved at 04 Maret 2025 19:51
16	02/02/2025	08:00	19:00	- review produk - membuat content	Approved at 04 Maret 2025 19:51
17	03/02/2025	08:00	19:00	- review produk - membuat content	Approved at 04 Maret 2025 19:51
18	04/02/2025	08:00	19:00	- review produk - membuat content	Approved at 04 Maret 2025 19:51
19	05/02/2025	08:00	19:00	- review produk - membuat content	Approved at 04 Maret 2025 19:51
20	06/02/2025	08:00	19:00	- review produk - membuat content	Approved at 04 Maret 2025 19:52
21	07/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52

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In witness whereof the company,



Jajang
Head

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M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
22	10/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
23	11/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
24	12/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
25	13/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
26	14/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52

Notes:

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Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872

STUDENT NAME : Aprillia Christina

COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
27	17/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
28	18/02/2025	08:00	17:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
29	19/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
30	20/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:52
31	21/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:53

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M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
32	24/02/2025	08:00	19:00	- review produk - membuat content - brainstorming content - membuat script - simulasi podcast	Approved at 04 Maret 2025 19:53
33	25/02/2025	09:00	18:00	membuat podcast editing podcast edit review produk	Approved at 23 April 2025 02:13
34	26/02/2025	09:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:13
35	27/02/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:13
36	28/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
37	31/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
38	01/04/2025	09:00	18:00	dinas event BUMN editing event bumnn	Approved at 23 April 2025 02:14
39	03/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:13

Notes:

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In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
40	04/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:13
41	05/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
42	06/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
43	07/03/2025	08:00	18:00	dinas event BUMN editing event bumnn	Approved at 23 April 2025 02:14
44	08/03/2025	08:00	18:00	dinas event BUMN editing event bumnn	Approved at 23 April 2025 02:14
45	09/03/2025	08:00	18:00	dinas event BUMN editing event bumnn	Approved at 23 April 2025 02:14
46	10/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
47	11/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
48	12/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14

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In witness whereof the company,



Jajang
Head

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M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
49	13/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
50	14/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
51	17/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
52	18/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
53	19/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten	Approved at 23 April 2025 02:14
54	20/03/2025	08:00	17:00	editing review produk membuat konten brainstorming idea konten brainstorming podcast simulasi podcast	Approved at 23 April 2025 02:14
55	21/03/2025	08:00	18:00	editing review produk membuat konten brainstorming idea konten brainstorming podcast simulasi podcast	Approved at 23 April 2025 02:14

Notes:

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Jajang
Head

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M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
56	02/04/2025	08:00	19:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig	Approved at 23 April 2025 02:14
57	03/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig	Approved at 23 April 2025 02:14
58	04/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig	Approved at 23 April 2025 02:14
59	07/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig	Approved at 23 April 2025 02:14
60	08/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:14

Notes:

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In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
61	09/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:14
62	10/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:14
63	11/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:14
64	14/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:14

Notes:

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In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
N U S A N T A R A

Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
65	15/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:24
66	16/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:24
67	17/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:24
68	18/04/2025	08:00	18:00	- mereview produk - riset UMKM untuk podcast - riset pemasaran digital BUMN - membuat konten - riset konten ig - editing konten	Approved at 23 April 2025 02:24
69	19/04/2025	08:00	18:00	- pembekalan bersama BUMN - memahami riset pemasaran digital - membuat konten	Approved at 23 April 2025 02:24

Notes:

1. Copied Form must be attached in report when registering for exam

In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
N U S A N T A R A



Daily Task

STUDENT ID : 00000059872
STUDENT NAME : Aprillia Christina
COMPANY NAME : Rumah BUMN

No	Date	In	Out	Duties /Responsibilities	Supervisor's Sign
70	21/04/2025	08:00	18:00	- pembekalan bersama BUMN - memahami riset pemasaran digital - membuat konten	Approved at 23 April 2025 02:24

Notes:

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In witness whereof the company,



Jajang
Head

Please sign along with the Company's stamp



M U L T I M E D I A
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D. Lembar Verifikasi Laporan MBKM Kewirausahaan (MBKM 04)

MBKM-04 Verification Form of Internship Report MBKM Internship Track 2



VERIFICATION FORM OF INTERNSHIP REPORT MBKM INTERNSHIP TRACK 2

Student's Internship Track 2 Advisor

Name : Jason Obadiah, S.Sn.,M.Des.Sc.

I, who signed below

Name : Jajang

Position : Head

Company : Rumah BUMN

had received, read and approved the Internship Report from

Student ID : 00000059872

Student Name : Aprillia Christina

Period : May 2025

Report Title : The Role of Content Creators in Creating
Digital Marketing Podcasts in BumN
Companies to Increase Product Sales

Tangerang, 13 Mei 2025

Digitally signed
by Jason Obadiah
Date: 2025.05.13
15:46:10 +07'00'

Jason Obadiah, S.Sn.,M.Des.Sc.
Student Advisor

Jakarta, 14 Mei 2025



Jajang
Supervisor


Sign along with the Company's stamp




Kampus UMN, Scientia Garden | Jl. Boulevard Gading Serpong - Tangerang | P. +62 21 5422 0808 | F. +62 21 5422 0800 | www.umn.ac.id

NUSANTARA

E. Surat Penerimaan MBKM (LoA)



PT. BANK RAKYAT INDONESIA (PERSERO) Tbk
RUMAH BUMN JAKARTA
Jalan Letjen S. Parman no. 9 Kemanggis, Palmerah, Jakarta Barat.
Instagram: rumahbumn.jakarta, Youtube: Rumah BUMN TV



Jakarta, 17 Februari 2025

Nomor : 122 RB-J.INTRN/II/2025
Hal : Surat Keterangan Penerimaan Magang
Lampiran : -

Kepada Yth,
Bapak/Ibu Kemahasiswaan
Universitas Multimedia Nusantara
di Tempat


Bersama dengan surat ini dinyatakan bahwa mahasiswa dengan :

Nomor Induk : 00000059872
Nama : Aprillia Christina
Program Studi : Film
Email : aprillia.christina@student.umn.ac.id
No Hp : 0895326590893

Setelah proses Recruitment Internship berlangsung Bersama ini kami sampaikan bahwa Mahasiswa tersebut diatas dinyatakan **DITERIMA** untuk melaksanakan Kerja praktek atau Magang di Rumah BUMN BRI Jakarta terhitung mulai tanggal **13 Januari 2025** sampai dengan **13 April 2025**.

Demikian surat ini dibuat untuk keperluan sebagaimana mestinya. Atas perhatian dan kerjasamanya kami ucapkan Terimakasih.

PT Bank BRI (Persero) TBK
Rumah BUMN Jakarta

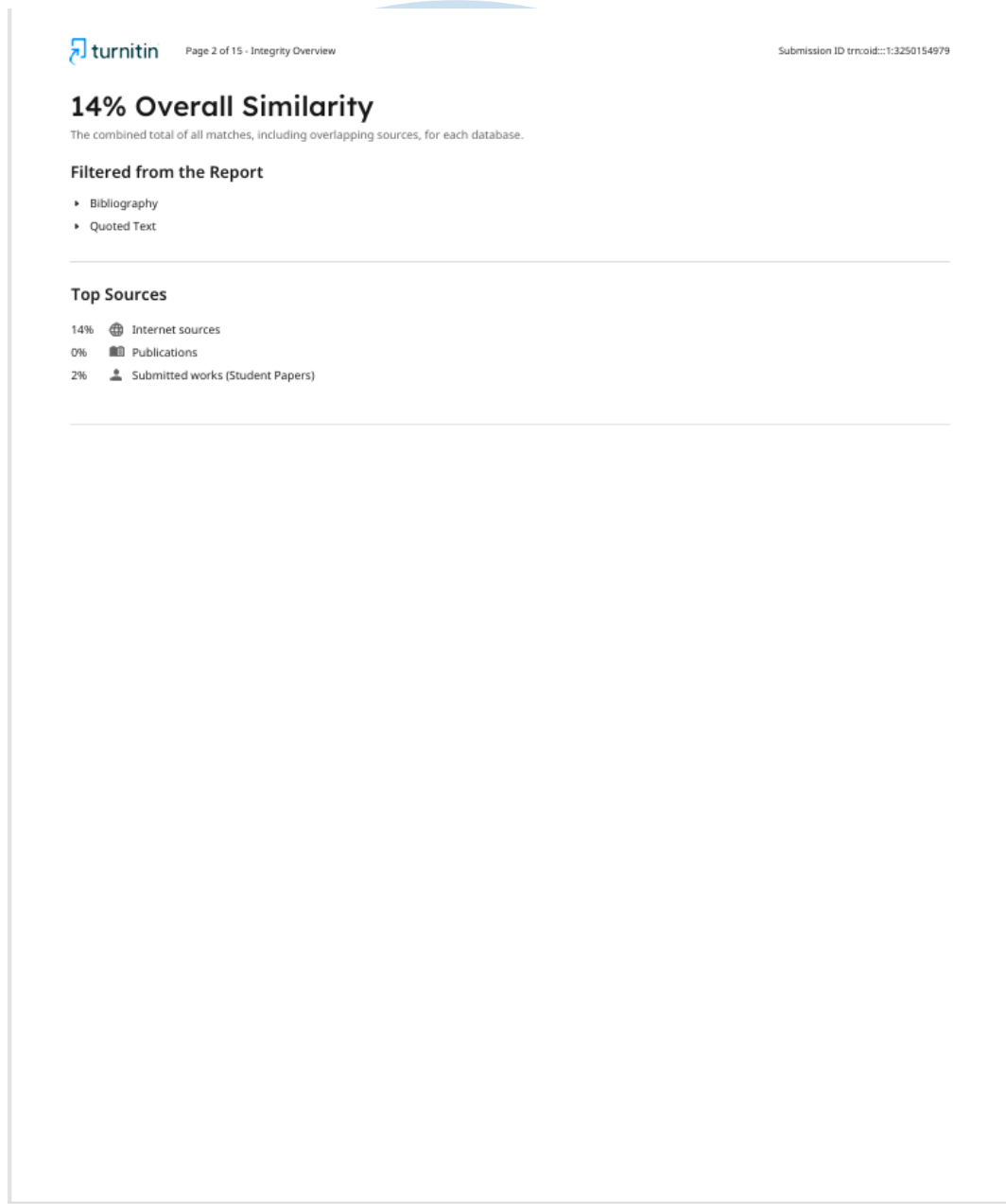


JAJANG ROHMANA
NIP : 90169208

CS Dipindai dengan CamScanner

N U S A N T A R A

F. Lampiran pengecekan hasil Turnitin



U N I V E R S I T A S
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Top Sources

14% Internet sources
0% Publications
2% Submitted works (Student Papers)

Top Sources

The sources with the highest number of matches within the submission. Overlapping sources will not be displayed.

1	Internet	kc.umn.ac.id	10%
2	Internet	www.ukmindonesia.id	1%
3	Student papers	Academic Library Consortium	<1%
4	Internet	docplayer.info	<1%
5	Internet	www.bijibersemi.com	<1%
6	Internet	bisnismanajemen.co.id	<1%
7	Internet	suaramandiri.com	<1%
8	Internet	www.flokq.com	<1%

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