

ABSTRACT

Kominfo, part of the ministry responsible for making regulations on the dissemination of information in all areas of information dissemination. With such a function, all information in Indonesia will be monitored for legitimacy. So to fulfill the task, everything at Kominfo itself is divided into several divisions, each of which supports the tasks of the Kominfo, and what makes the writer this time is the multimedia division that creates, designs and processes the form of information that will be published by Kominfo, one example is making public posters or videos.

The writing of this report is based on work experience in accordance with the instructions of the field supervisor and other Kominfo employees, the writer and the group obtained during the Field Work Practice. The activities that the authors and groups carry out revolve around digital content that will be visited by the Kominfo of Purbaling Regency with brochures themed for the promotion of the Matur Regent application. This application to the public with the aim of introducing complaints applications from the public so that they are directly addressed to the Regent.

The conclusion obtained by making this report is that the use of digital content in disseminating information to the public is very necessary with the use of existing digital technology. To improve the creation of digital content in the future, it is recommended to be more aggressive in publishing the information to be conveyed so that the public remains affordable with the information.

Keywords: Digital Content, Matur Bupati, Design, Flier, Public Information.