

## Peran Mentor dalam Proses Adaptasi Anak Magang di Vidio: Refleksi Kegiatan Magang di Perusahaan Vidio = The Role of Mentors in the Adaptation Process of Apprentices in Vidio: Reflections on Internship Activities at Vidio Companies

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### Abstrak

Emtek Group menciptakan Vidio sebagai salah satu platform OTT (Over the Top) lokal di Indonesia untuk bersaing dengan platform lain di pasar bebas. Kehadiran Vidio menjadi media hiburan masyarakat untuk menonton berbagai hiburan yang ada, seperti live streaming, original series, content sports dan sinetron. Vidio bekerja sama dengan program kampus merdeka untuk melahirkan program magang demi mengembangkan soft skill dan hard skill mahasiswa. Saya mengikuti kegiatan magang di Vidio melalui program kampus merdeka. Saya harus melakukan proses adaptasi sendiri dengan budaya organisasi di Vidio, yang berbeda dengan diri saya di awal masuk magang. Namun, karyawan juga membantu proses adaptasi saya terhadap budaya organisasi di Vidio. Karyawan berperan sebagai mentor untuk membantu proses adaptasi saya dengan budaya organisasi di Vidio. Karyawan tidak hanya membantu proses adaptasi saya di Vidio, namun karyawan juga melakukan learning process untuk mengembangkan skill saya. Mentor menerapkan mentorship untuk membantu saya dalam beradaptasi dengan budaya organisasi Vidio serta melakukan learning process kepada saya.

..... Emtek Group created Vidio as one of the local OTT (Over the Top) platforms in Indonesia to compete with other platforms in the free market. The presence of Vidio has become a media for public entertainment to watch various existing entertainments, such as live streaming, original series, sports content, and soap operas. Vidio collaborates with the independent campus program to create an internship program to develop students' soft skills and hard skills. I took part in an internship at Vidio through the independent campus program. I had to adapt myself to the organizational culture at Vidio, which was different from what I was at the beginning of my internship. However, the employees also helped me adapt to the organizational culture at Vidio. Employees act as mentors to help me adapt to the organizational culture in Vidio. Employees not only helped me adapt to Vidio, but they also carried out a learning process to develop my skills. The mentor applied mentorship to help me adapt to Vidio's organizational culture and carry out the learning process for me..