

ABSTRACT

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WORK PROCESS OF CONTENT CREATOR IN THE CORPORATE COMMUNICATION DIVISION, BAZNAS INDONESIA

The Corporate Communication Division in non-profit companies is in charge of building branding and communicating with the public. Social media has become an effective digital channel to reach audiences directly. Therefore, the field of content creation such as content creator is needed in the Corporate Communication division. Practical students with a minor in broadcasting journalism carry out KP in the CorCom division as content creators. Professional work is carried out for 480 hours with Monday - Friday for 8 hours. The main work of practicing is to create PDG/PDS content and scholarships. The additional work carried out is the content of quotes, short programs, mustahik stories, ZakatEdu, and tren. The soft skills needed are creativity, communication skills, confidence, insight, understanding trends, multitasking, and team collaboration. Then, for the hard skills that must be possessed, namely the ability to write, edit and edit, manage social media, data analysis, research and understand trends, photography and videography. In doing Professional Work, practice doing research, writing scripts, designing, and editing where you have gained experience in the Television News Production and Online Public Relations course. However, in doing the practice at the National Amil Zakat Agency (BAZNAS) of the Republic of Indonesia, when in college, they practice learning about the news and campaigns of a brand, while in BAZNAS they need to learn content for companies, government agencies that are different from the content of the content.

Keywords: Content Creator, Corporate Communication, BAZNAS, Soft Skill, Hard Skill