

ABSTRACT

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CONTENT CREATOR WORK PROCESS IN MARKETING COMMUNICATION PT. DAPOERDONGENG NOESANTARA

In the current digital era, the role of Content Creator has become very important in a company's marketing communications strategy. Content Creator in the Marketing Communication division of PT. Dapoerdongeng Noesantara has duties and responsibilities regarding digital marketing communications content. PT Dapoerdongeng Noesantara, which operates in the educational consulting sector, in the Marketing Communication division has a very important role in creating content that supports company goals and promotions. In company promotions, digital marketing content is needed, therefore the role of Content Creator is very important. The Content Creator profession is required to have hard skills, such as graphic design, video editing and content writing abilities, as well as soft skills such as creativity, communication and good time management. During the internship period, the main tasks of the intern focus on video editing and graphic design which are displayed on the social media platform Instagram. This professional work is a practical opportunity to see the suitability of theory and practice in online journalism courses which present information in a fast, accurate and interesting way. This is in line with the principles of journalistic introduction which are brightness and fairness in conveying news. However, in practice, Content Creators must apply marketing communications theory by creating content that is relevant and interesting to their target audience.

Keywords: *PT. Dapoerdongeng Noesantara, Content Creator, Online Journalism, Introduction to Journalism.*