

ABSTRACT

Khalishah Nuramadhania (2021041015)

CONTENT CREATOR FOR SOCIAL MEDIA INSTAGRAM RRI PROGRAM 1 JAKARTA IN 100% INDONESIA BROADCAST PRODUCTION

During the internship at Radio Republik Indonesia (RRI) for approximately 3 months from July 2024 to September 2024, as an intern I was given the responsibility as a content creator. In this position, as an intern, I applied knowledge related to online journalism gained during my studies. As a content creator, I am responsible for the production process of the broadcast, documenting the 100% Indonesia program while it is on air and posting it on Instagram. These responsibilities include content planning and research, talent scouting, content creation, editing, and uploading. Additionally, I am also responsible for supplementary tasks such as creating animated videos, writing news scripts, directing radio broadcasts, and contacting resource persons. Through this internship, I learned that being a content creator requires several specific skills, such as the ability to conduct research, proficiency in using technical tools for filming activities, and the ability to manage visual elements.

Keywords : Content creator, Internship, RRI, Broadcast