

ABSTRACT

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THE ACTIVITIES OF CONTENT CREATOR AT COMMUNICATION SCIENCE STUDY PROGRAM'S INSTAGRAM ACCOUNT @ilkom_upj

For 3 months and 540 hours, the intern carried out an internship in the Communication Science Study Program at Pembangunan Jaya University. The Intern took on a role as a content creator which he will have to apply the knowledge related to online journalism and mass communication, both of which are also subjects that this internship is based on. particularly in making content. the three stages that the practitioner learnt are Pre production, Production, and Post Production. These three stages are crucial, starting with topical research, turning said research into content, and lastly evaluating said content. As a content creator the practitioner is given a lot of freedom with a note that some of his content does not require elements of SARA. The things that the practitioner can learn from his time as a content creator is that he's always able to do research, think creatively, and making words that will attract viewers or persuade them to do an action. design and actuality is not the only thing that's required in making content, there is also how that content is made that will attract a lot of new and old viewers

Keywords: *Communication Science, Content Creator, Online Journalism*