

ABSTRACT

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YOUTUBE CONTENT PRODUCTION ACTIVITIES AND EVENT OPERATIONS AT UPJ LIVE

This Professional Work is carried out with the aim of providing experience and activities in producing Youtube content and Event Operations at UPJ Live. UPJ LIVE is a work program from the Broadcasting laboratory under the auspices of the Faculty of Humanities and Business. UPJ LIVE was formed to be a forum for students to develop their potential and talents in the world of Broadcasting journalism. Then students will be given an in-depth understanding of the process of the tasks and responsibilities that have been carried out by the Intern, the challenges faced, and the lessons learned during the professional work. In addition, Intern can also easily understand the tasks in their work, because In this report, Intern During professional work, the practicum can use editing applications, such as Canva, CapCut, and Adobe Premiere Pro. Then can understand the use of digital cameras in producing content. In the Knowledge, skills, and understanding that the practicum has are obtained and related to the courses of Audio Visual Media, Event Management and Introduction to Journalism. From several of these courses, practicums can be applied during the professional work period which are related to each other during learning in class. The result of this professional work report is that Paktikan has increased his/her ability in the field of content production, teamwork and with the laboratory mentor of Universitas Pembangunan Jaya building A UPJ Live.

Keywords: Content Production Activity, Professional Work, UPJ Live, Youtube Content Production, Event Operations.