

ABSTRACT

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VIDEO AND DIGITAL CONTENT DESIGN AT ARALOKA STUDIOS COMPANY

Through the Independent Internship Program, Interns carry out Professional Work activities at the Araloka studio company which is engaged in Production House under the auspices of PT.RUANG KARYA ABADI and is positioned in the Video Editor and Graphic Designer division for approximately 6 (six) months starting from May 13, 2024 to October 13, 2024. Araloka Studios activities are in the Creative Home Production field. Interns have the opportunity to work on digital media design needs for the 1000beasiswabalangan program in the form of daily content such as education and interaction, interns are also given routine responsibility for creating National Day Commemoration designs. And Interns have the opportunity to work on Video Editing needs for documentation for social media from HIPMI JAYA for 4 months after the 1000beasiswabalangan program, Through the Independent Internship Program, interns gain a lot of new experiences while working on 2 projects in different divisions where interns are given full responsibility to feel the real pressure from the world of work..

Keywords : *Profession, Graphic designer, Video Editor*