

ABSTRACT

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IMPROVING SALES PERFORMANCE WITH TARGET MARKET ADJUSTMENTS TO CREATIVE SCM VIDEO CONTENT

Through the MSIB Merdeka Internship Program, interns carry out professional work activities at SCTV under the auspices of PT. SURYA CITRA MEDIA TBK and placed as Video Editor. Assigned to make daily creative videos to promote various programs on the SCM television station. Students learn the importance of getting high engagement on content to be able to promote a program more widely than other competitors. With this internship you can also learn how to compose and develop an idea which will later be realized into video content that can support sales of the program that has been created.

Keywords: Video editor, Target market, SCTV

