

ABSTRACT

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VIDEO EDITOR ACTIVITIES AT PT. CYBERTREND INTRABUANA

The professional work program aims to provide students with direct experience in the working world, enabling them to integrate theories learned during lectures with practical applications in the field. In this program, the intern served as a video editor at PT. Cybertrend Intrabuana, focusing on creating visual content to support the company's marketing activities. The workflow included pre-production, production, and post-production stages, such as filming, video editing, and publishing on the company's official social media platforms. This activity is closely related to several courses, including Professional Work, Communication Seminar, Feature and Documentary Production, In-Depth Television Reporting, and Journalism Law and Ethics. The intern also applied the concepts of law and professional ethics at each production stage, such as ensuring information accuracy, obtaining permission for filming, and producing videos that adhere to professional standards. Through this experience, the intern successfully enhanced technical skills, managerial abilities, and an understanding of the dynamics of the digital industry while making a tangible contribution to strengthening the company's visibility and reputation.

Keywords: video editor, social media, content production, PT. Cybertrend Intrabuana.