

ABSTRACT

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VIDEO EDITOR ACTIVITIES IN SOCIAL MEDIA CONTENT PRODUCTION AT CAMEO PROJECT

Professional Work is one of the means for students to gain direct experience in the working world. Universitas Pembangunan Jaya is one of the universities that offers a Professional Work program for active seventh-semester students. The participant undertook their Professional Work at PT Anak Muda Grup, also known as Cameo Project, as a video editor. Cameo Project is a company engaged in the creative industry as a content creator and has recently expanded into becoming production house. During the three-month internship, the participant was responsible for processing video content through editing stages. Throughout the internship period and the completion of all assigned tasks, the participant consistently applied the knowledge gained during their studies. All tasks performed by the participant were also relevant to the courses taken during their academic journey. This Professional Work program has allowed the participant to acquire new knowledge and build new relationships. Additionally, it has enabled the participant to enhance and develop their existing potential.

Keywords: Professional Work, Video Editor, Cameo Project, Content Creator, Media