

ABSTRACT

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CREATIVE ASSISTANT AND VIDEO EDITOR ACTIVITIES AT PT. MERCUSUAR CREATIVE CIPTA SOLUSI

Pembangunan Jaya University prepares a Professional Work activity program for students to hone their soft skills and hard skills before entering the real world of work. While carrying out professional work activities that have been recommended by Pembangunan Jaya University, interns carry out professional work activities at PT.Mercusuar Creative Cipta Solusi. PT.Mercusuar Creative Cipta Solusi is a company operating in the Creative Digital sector. While carrying out professional work activities at PT.Mercusuar Creative Cipta Solusi. PT.Mercusuar Creative Cipta Solusi, Practicing as a Creative Assistant and Video Editor because it is in line with the Broadcasting Journalism Minor. In his daily duties, the intern helps the Creative Director prepare creative concepts and ideas for a production, the intern helps in taking photos and videos, after that the intern helps in the editing process and follows the evaluation process with the team. Practice analyzing public opinion, increasing engagement, and reporting to analysts. After carrying out professional work activities, the intern will later prepare a report in the form of a proposal regarding tasks and work while carrying out professional work at PT.Mercusuar Creative Cipta Solusi.

Keywords: *Creative Assistant, Video Editor, Professional Work, Broadcasting Journalism*