

ABSTRACT

Muhammad Faqih Daffa Hariyanto (2018041097)

***CREATIVE ASSISTANT & SENTIMENT ANALYST ACTIVITIES ON MY MEDIA
CREATIVE DIGITAL AGENCY***

Pembangunan Jaya University has prepared a professional work 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, Intern carry out Professional Work activities at MY Media Creative Digital Agency. MY Media Creative Digital Agency is a company engaged in the Creative Digital Agency or advertising services. While carrying out professional work activities at MY Media Creative Digital Agency, the Intern becomes a Creative Assistant and Sentiment Analyst because it is in accordance with Minor Broadcasting Journalism. In their 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 participates in the evaluation process with the team. The Intern conducts public opinion analysis, increases engagement, and reports on Sentiment Analyst. After carrying out professional work activities, the Intern will later prepare a report in the form of a proposal regarding duties and work while carrying out professional work at MY Media Creative Digital Agency.

Keywords: *Creative Assistant, Sentiment Analyst, Professional Work, Broadcasting Journalism*