

ABSTRACT

Muhammad Ferdy Haristito (2021041081)

CONTENT CREATION PROCESS AT PT. DAMARANOM SEJAHTERAH ABADI

This report describes the Content creation process at PT. Damaranom Sejahtera Abadi (DSA Strategy), a company engaged in marketing strategy and event organizer. This professional work report aims to apply communication and marketing theory in real practice, especially in creating digital Content that is interesting and relevant to the target audience. In this activity, the intern is tasked with designing, creating, and managing Content for various brands, such as Vibe Indonesia, Alaric Coffee, and Scream or Dance. The intern is also responsible as the PIC brand for Bigu Festival, which requires communication skills, project management, and adaptation to challenges in the field. Obstacles faced during the process include team coordination, tight deadlines, and the need to maintain creativity. The solutions implemented include regular communication, effective time management, and the implementation of a Content results monitoring system. Thus, this report provides practical insights into Content creation strategies and the skills needed in the digital industry.

Keywords: Content creation, event organizer, marketing communication, digital marketing, DSA Strategy.