

ABSTRACT

Nonafianti (2017041015)

PROFESSIONAL WORK ACTIVITIES AS "CONTENT CREATOR" IN PT. PETROMAS KENCANA (OTTOBAN INDONESIA)

During working at PT. Petromas Kencana, the practitioner work with under supervision also guidance from social media leader from marketing communication division. The practitioner have chance direct to involved in branding to be a content creator who have main jobs to make content plan where the practitioner learned how to write persuasive, timeplan content, research, visual design, and promotion content. This report background also discuss about Indonesian population amount, the impact Covid-19 pandemic and the unemployment data during the Covid-19 pandemic from the Central Bureau Of Statistic. Then explained about the benefits and purpose as a professional workers who implemented by Pembangunan Jaya University. Chapter II, contents about mission and vision from PT. Petromas Kencana (Ottoban Indonesia) and the structure company organization. Chapter III it is contents about practitioner during working in the PT. Petromas Kencana (Ottoban Indonesia).

Keywords : Content Creator, Content Plan, Social Media