

ABSTRACT

Alrian Raka Ramadhan (2018041025)

CONTENT CREATION ACTIVITIES ON KOMPRESS MEDIA STUDY PROGRAM OF COMMUNICATIONS, DEVELOPMENT UNIVERSITY OF JAYA

While carrying out professional work at KOMPRESS Universitas Pembangunan Jaya, intern is in the Content Creator Division and under the supervision of the Editor in Chief. On this Professional Work opportunity, intern has the opportunity to participate in content creation activities on KOMPRESS media. Intern focuses on content creation activities on KOMPRESS social media such as designing content, writing articles, creating designs, videographers, and video editors. Intern participate in journalistic activities such as writing news and entertainment articles in various sections including Hot News, Hot Issues, Entertainment, Travel, Tutorials, SerbaLima, UPJ Events, Fashion and Beauty, and What's Viral. Articles that have been done, uploaded through the official KOMPRESS website. In addition, intern also participates in making KOMPRESS Youtube videos. During the professional work practice, the intern participates in helping the process of creating social media content for the FACTKOM and WEKOM rubrics. During the period of professional work, the intern gains knowledge and experience related to the process of journalistic activities in a company.

Keywords: social media, KOMPRESS, content creator, journalistic