

## **ABSTRACT**

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### **KEGIATAN CONTENT CREATOR DAN TIM PRODUKSI UPJ LIVE**

*UPJ LIVE is a work program from the Broadcasting laboratory located in the Faculty of Humanities and Business. UPJ LIVE was formed to be a platform for students to develop potential and talent in the world of Broadcasting journalism. During the professional work at UPJ LIVE, the practice serves as a Content Creator and Tim Produksi under the supervision and guidance of Laboran and Field Supervisor. The practice of creating video contents and becoming a production team in events involving UPJ LIVE, is including a few process such as pre-production, production and post-production, how a content idea can be implemented into a video that is complete, has informative value and useful for the community. Practicing Tim Produksi activities at events involving UPJ LIVE, the task of practice is to become a cameraman and floor director. In the implementation of professional work at UPJ LIVE, the practice gain new experience and knowledge related to Broadcasting and journalism field, such as operating cameras, organizing lighting, organizing audio, video Editing and working with the production team to create content ideas and help the production process during the work of the profession at UPJ LIVE.*

**Keywords:** UPJ LIVE, Content Creator, Production Team