

ABSTRACT

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CONTENT CREATION ACTIVITIES AT THE CONTENT CREATION DIVISION OF KOMPRESS PEMBANGUNAN JAYA UNIVERSITY

While carrying out professional work at KOMPRESS Media, Practitioners work in the Content Creator division under the supervision and guidance of the Editor in Chief. In carrying out professional work, practitioners contribute to the management of content creator activities at KOMPRESS Media by writing articles, designs, video production, social media content design and editing. The practitioner also does work in the field of journalism by writing feature articles in the entertainment rubric. Articles that have been done by the practitioner are uploaded to the official KOMPRESS Media website. In addition, the practitioner also contributes in helping the Youtube division to create news video content with team members. During the implementation of professional work, Practitioners also contribute to assisting in creating Factkom and Wekom social media content, starting with making visual designs to captions. Not only that, the practitioner also helps manage the sharing day event as a documentation division. During the implementation of the professional work period, the practitioner gains knowledge and experience regarding the work process in the field of journalism in a company.

Keywords: Content Creator, Journalism, KOMPRESS Media, social media.