

## **ABSTRACT**

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### **CONTENT CREATION ACTIVITIES IN MARKETING DIVISION AT PT PROPERTY ONE REAL ESTATE**

*From the beginning to the time doing the internship program at Real estate Property One, In the opportunity to carry out professional work, the intern has the opportunity to produce some content in order to run a new campaign made when the intern joins the company and manages social media which is also included in the role of Content Creation in the company. With the company's social media being deliberately remade in order to have a new image, the intern carries out various activities such as producing important content that can support the company, becoming a social media admin, and others. From the creation of these contents, the company's external followers or parties will be interested and create new colour in the company's social media. During three months of doing professional work, the intern can be said to have succeeded in learning something that can be an experience regarding creative content production in education and also sales in a Realestate company and the intern can also overcome and also face challenges in the real estate world if it must always be active and also communicative.*

**Keywords:** Content Creator, Contents, Property One Real Estate, Social Media