

## **ABSTRACT**

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### **CONTENT CREATION ACTIVITY ON THE DIGITAL KOMPRESS PLATFORM OF PEMBANGUNAN JAYA UNIVERSITY**

*In carrying out professional work practice at KOMPRESS, intern work in the field of content creation. Intern carry out content creation activity on the website platform, Instagram social media, as well as the content distribution platform of KOMPRESS's official YouTube platform under the supervision of the work supervisor who is also the editor-in-chief of KOMPRESS. Intern participate and directly involved in doing work in the content creation division, including writing article content, creating visual content, and producing video content and serving as committee members in a series of online event. In carrying out the task of becoming a content creator, intern get the main job of writing article content with various rubrics for website platform, making content plan, concept, and caption for Instagram social media and YouTube content distribution platform, producing visual content for Instagram social media and producing video content for the YouTube content distribution platform. Intern also get additional work by contributing to the committee for a series of online event titled Sharing Day. Intern works in the content creation division by implementing practical principles for various public relations tasks such as writing and editing, production, and special event. Intern is also implementing the practice of online public relations in carrying out various public relations activities by utilizing various web-based media, social media, and also content distribution platform as a place to publish multimedia content in the form of audio, visual, and audiovisual.*

**Keywords:** *kompres, content creator, website, instagram, youtube, public relations.*