

ABSTRACT

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SOCIAL MEDIA CONTENT CREATOR ACTIVITIES OF PUSAT PRESTASI NASIONAL KEMENTERIAN PENDIDIKAN, KEBUDAYAAN RISET DAN TEKNOLOGI.

The Creative, Media and Publication Team (TKMP) is one of the teams from Pusat Prestasi Nasional which was formed to design, implement and publish content on social media related to competitions or festivals for the achievements of the nation's students. While carrying out professional activities at Pusat Prestasi Nasional, the practitioner works under the supervision and guidance of the Creative, Media and Publication Team (TKMP). Practice having the opportunity to participate and participate directly in the implementation of publication activities on the social media of the Pusat Prestasi Nasional. Starting from planning social media content, producing social media content, producing press releases, as well as liaising with internal and external parties. Practitioners carry out Content Creator activities on social media account uploads, the task of the practitioner is to develop creative ideas into content for content. Because publication on social media is certainly an important thing to do, because it is to increase good interaction with audiences on social media. In carrying out professional work at Pusat Prestasi Nasional, the practitioner studies the publication of social media content to convey targeted and effective communication goals. And gain new experience and knowledge related to communication through social media.

Keywords: Content Creator, Social Media, Publication