

ABSTRACT

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ACTIVITIES OF CREATING DIGITAL MEDIA CONTENT AT KOMPRESS SCIENCE COMMUNICATIONS UNIVERSITAS PEMBANGUNAN JAYA

Practitioners work at KOMPRESS Digital Media as content creators and content writers, practitioners go directly to creating content that will be published on the KOMPRESS website or youtube, practitioners are led directly by the editor-in-chief in carrying out professional work, practitioners get tasks such as content creators and content writers, such as making Factkom and Wekom content on Instagram, write articles with various rubrics that have been determined for the KOMPRESS website such as travel rubrics, tutorials, all five, whats a viral, entertainment, and hotnews, practitioners are also appointed as editors and Voice Over in Komnews content, namely content which presents various information in the form of news, the practitioner also gets additional work, namely being an MC at the second session of Sharring Day, making posters for the Sharring Day event, and uploading content to the KOMPRESS YouTube social media, the practitioner encounters obstacles in carrying out professional work such as finding content ideas Instagram Factkom and Wekom, article content ideas, and inadequate facilities in processing Komnews videos, practitioners as Communication Science students who have content creators engaged in digital mass media must be required to create content that is suitable for the target audience, namely students, this requires practitioners to create interesting content so that they get attention and a positive image from the company, namely the Communication Studies Program.

Keywords : content, content creator, content creation, content writer