

ABSTRACT

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CONTENT CREATION ACTIVITIES IN MARKETING DIVISION AT PT STUDIO ATAS

While carrying out professional work at Creative Production House based institutions, namely PT Studio Ats, which offers audio-visual production services, photography studio for MSME (Micro, Small, and Medium Enterprises) products and renting out the studio, the practitioner works as a Content Creator. Practicant works as a Content Creator with additional work as Asisstant Director and Asisstant Photographer. Practitioners learn how to create content starting from the implementation of social media management, content planning, production and implementation, and evaluation. In addition, the practitioner is also involved in making audio-visuals for a company or product. Practitioners also learn from pre-production, production, and post-production to produce works in the form of audio-visuals. Professional work activities make the practitioner gain work experience and acquiring new knowledge to be able to develop the attitude and ability of the practitioner in the world of work.

Keywords: Content Creator, Asisstant Director, Asisstant Photographer, Content, Audio Visual.