

ABSTRACT

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CONTENT CREATOR ACTIVITIES IN THE DIGITAL PUBLIC RELATIONS DIVISIONS OF PROFESSIONAL CERTIFICATIONS

While carrying out professional activities in the digital public relations division of the FIT Professional Certification Institute, practitioners get the opportunity to work on content creation activities in the digital PR division of the institution. The task given at the institution is to become a content creator. Creating some Instagram content, which contains attractive visual images based on the planning proposals that have been made. Planning the content to be created, creating the content, and managing it is the core work of the Practitioner. Job achievements achieved by the practitioner while working at the FIT Professional Certification Institute is understanding completely how to create interesting content and also how to make it interesting. The practitioner learns various kinds of editing software to support his work as a creator. During these three months, the practitioner gains new experience and knowledge in the field of Digital Public Relations.

Keywords: content creator, digital public relations, content