

ABSTRACT

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CONTENT CREATOR WORK PROCESS ON KOMPRESS MEDIA COMMUNICATION STUDY PROGRAM UPJ

While carrying out professional work at the Digital Media Kompres, Pembangunan Jaya University, work intern in the Social Media division and also the Website under the supervision and guidance of the Chief Editor of Kompres UPJ. Kompres is a digital media that is managed by lecturers and students of Communication Studies at Pembangunan Jaya University. Kompres provides the latest interesting information about urban student lifestyles. Intern have the opportunity to be involved in activities as Content Creators. In carrying out activities as Content Creators, the intern works to produce Instagram content starting from visual design, content plans and making captions every day by creating two rubrics, namely FACTKOM and WEKOM to be posted on social media of the study program Communication Studies UPJ with the account name @ilkom_upj. The Intern also writes articles to be published on a website, and also creates content in the form of videos to be uploaded to YouTube, the type of content is the latest news program and about campus Pembangunan Jaya University. Intern participate and are directly involved in running the Sharing Day event organized by the study program Communication Studies by becoming the committee. By doing professional work, intern gain work experience in content creation and running an event on a digital-based media. As for suggestions for agencies, in managing the Kompres website, they can use and monitor SEO (Search Engine Optimization), this is because in order to reach a wider audience.

Keywords: *Content Creator, website articles, social media, digital media*