

## **ABSTRACT**

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### **CONTENT CREATION ACTIVITIES AT WWF-INDONESIA FOUNDATION**

*The Communication, Campaign & PR Division is one of the divisions of the WWF-Indonesia. The Communication, Campaign & PR Division was formed to define, design, and implement a public campaign strategy for issues related to conservation and develop messages in the form of information through media/communication channels. While carrying out internship at the WWF-Indonesia, the intern serves as Content Creator, Copywriter and Production Team under the supervision and guidance of the Team Leader. The intern produce video content, write scripts and captions and become a production team for advertisement by the WWF-Indonesia, which include planning, production to evaluation, how content is in accordance with WWF-Indonesia policies and procedures to contribute to nature and ensure conservation messages educate the public. The intern carry out Content Creator activities on WWF-Indonesia Foundation social media account uploads, the task of the practitioner is to develop creative ideas that contain factual, actual and reliable values. In carrying out internship at the WWF-Indonesia Foundation, the intern gained new experience and knowledge related to environmental communication, such as writing nature conservation stories, neutral information that mediates between nature and humans, how to see the positive side in the form of a solution to a negative issue, and pay attention to image. WWF-Indonesia Foundation as a non-governmental organization in every statement issued.*

**Keywords:** Content Creator, Copywriter, Nature Conservation