

## **ABSTRACT**

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### **CONTENT CREATOR ACTIVITIES AT PT MAHAKA RADIO INTEGRA TBK**

*PT Mahaka Media Tbk or known as Mahaka Media with the tagline "Beyond Media Creation", is the parent of the media and entertainment business unit which was established in 1992. Mahaka Media has the tagline "Beyond Media Creation" and has various types of mass media that are still active until now. Among them are print media, namely magazines, then there are also electronic media such as radio stations and television stations. Practitioners have the opportunity to carry out Professional Work (KP) in one of the subsidiaries of Mahaka Media which is engaged in radio, namely PT Mahaka Radio Integra (MARI) which consists of six radio stations, namely Gen 98.7 FM, Hot 93.2 FM, Mustang 88.0 FM, Kis 95.1 FM, Most Radio 105.8 FM, and Jak 101 FM. Professional work requires students to be able to adapt in the real world of work. With this professional work, it can help students to get opportunities to enter the same company when they graduate from college. The practitioner is placed in the digital content division where the practitioner has the responsibility to produce content, then cut to cut video and the practitioner is also responsible as a video editor where the practitioner performs the video editing process for content purposes on social media such as Instagram, Tiktok, and YouTube from several stations. radio. Therefore, the work carried out by this practitioner is relevant to the Department of Communication Science, especially in the broadcasting field.*

**Keywords:** Digital Content, Radio, Client Support