

ABSTRACT

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CONTENT CREATION ACTIVITIES AND WORK PROCESSES ON ONLINE MEDIA KOMPRESS IN PEMBANGUNAN JAYA UNIVERSITY

Professional Work is an activity carried out to increase knowledge, skills, and insights for students. In practice, intern does professional work on the KOMPRESS online media which is under the auspices of the Communication Studies Study Program from the Pembangunan Jaya University. Intern is tasked with creating both audio and visual content, as well as writing articles to fill the rubric on the KOMPRESS website. Becoming a Content Creator on KOMPRESS online media makes the views and knowledge of interns in the world of Content Creator increase. Every day, the intern always brainstorms before starting to create content so that the content that will be created becomes more maximal. After that, practioner always fill rubrics FACTKOM and WEKOM. Then the intern also writes articles with different rubrics and topics every week. And intern produces audio and visual content at "COMMPAST" intern discusses a specific topic or thing that is being discussed by many people or the general public even about the world of lectures. KOMPRESS also holds special events that are very informative and suitable to increase the knowledge of the students. The intern was also appointed to help guide the event by becoming an MC. The intern always feels quite facilitated because previously the intern has learned things related to creating content, writing articles, and speaking in public. The intern learns all of this from the Online Public Relations, PR Writing, Public Speaking, and Event Management courses.

Keywords: Content Creation, Article Writing, Content Visualization, Audio and Visual Content Production, MC