

ABSTRACT

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CONTENT CREATION ACTIVITIES IN THE KOMNEWS DIVISION AT KOMPRESS

While carrying out professional work at the UPJ Compress, the practitioner has worked under the supervision and guidance of the work supervisor as content creation, the practitioner has the opportunity and is involved in creating social media content, website articles and creating komnews youtube content on the UPJ Compress. Start doing pre-production, production, post-production. Then when the practitioner does research through social media, before creating content. The practitioner holds an editorial meeting with the team, and the practitioner prepares tools such as laptop lighting, microphones and others. Then the practitioner fills in the voice for the creation of komnews youtube content, as well as conducts interviews. When practicing with the team, they collect YouTube content videos via the one drive that has been provided and then upload them to the Kompess youtube channel. After that, the practitioner and the team evaluate for content creation.

Keywords: Content Creation, Social Media , Youtube, Production