

ABSTRACT

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CONTENT CREATION ACTIVITIES ON COMPRESS MEDIA WEBSITE

In carrying out Professional Work activities, the practitioner decides to work on the Compress media, where the Compress media is a medium that is under the auspices of the Communication Science Study Program, Pembangunan Jaya University. Praktikan does professional work as a content creator with a focus on content creation activities for approximately three months, and has a main job in the field of content writing for the Compress website and visual design for Kompas social media content. The work carried out is also quite related to journalism and broadcasting. Such as creating articles, captions, and visual content. The practitioner does work starting from the pre-production process, the practitioner determines the title for each theme that will be appointed as content. Then the production where the practitioner starts processing information from existing references into content in the form of articles and visuals to be published later on the website and also on Kompas's social media. After that, post-production, where the practitioner inputs the work into the folder that has been provided and revisions will be made if necessary. Of course, during work, the practitioner experiences various processes that are carried out while in the content creator position. Praktikan also encountered obstacles when doing professional work, but also continued to find solutions to be able to overcome them so that professional work activities continued as they should.

Keywords: Content creation, Content writing, Social Media, Content Production