

ABSTRACT

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CONTENT CREATION ACTIVITIES ON DIGITAL KOMPRESS MEDIA STUDY PROGRAM OF COMMUNICATION, DEVELOPMENT UNIVERSITAS OF JAYA

While carrying out professional work at Kompas, the intern is supervised and guided by mentors and the Chief Editor. During the implementation of the work, the intern has the opportunity to participate directly in content creator activities such as planning content, articles, to visual design. The work done by the intern, such as visual design for Instagram, is made according to the applicable format, so that some content that is already appropriate will be uploaded to the Instagram account that is chosen by Kompas, namely @ilkom_upj. In addition, the intern also has the opportunity to produce videos for YouTube content and write article. Intern learn a lot about how to make designs, write well and correctly to the process of producing videos for YouTube. Every day, the intern must create Instagram content with the Faktom and Wekom rubrics. During the period of work, the intern has gained new knowledge and experience regarding the process of public relations and journalistic activities in the company.

Keywords: *content creator, Kompas, Instagram*