

ABSTRACT

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CONTENT CREATION ACTIVITIES ON DIGITAL MEDIA KOMPRESS

Practicing conducting Professional Work activities in Digital Media KOMPRESS in the Content Creation division under the supervision of a work supervisor. In producing a content for approximately 3 months in conducting Content Creation activities on Media Digital KOMPRESS, practican had the opportunity to carry out his duties as a Content Creator and Content Writer by planning and producing a content on Media owned by KOMPRESS such as Websites, Instagram @ilkom_upj, and Youtube KOMPRESS UPJ. There are several implementations of work carried out by practicing in carrying out Content Creation activities on Digital Media KOMPRESS, the main work that practice is to produce a news article content for the WEBSITE OF KOMPRESS and create a visual design of articles to be uploaded on social media Instagram @ilkom_upj, then the practice of creating instagram feed content @ilkom_upj namely Factkom discusses theories and concepts about Communication Science and on Wekom Discussing general knowledge, life or everyday problems. Then, the practice of creating Youtube content as a presenter and also a video editor in the Communication Podcast event by sharing between two presenters on issues that are in accordance with the lifestyle of urban students, the practice of creating Youtube content together with a team of three people. In the implementation of the work, the practice of gaining knowledge, skills and experience in working as Content Creator and Content Writer in Digital Mass Media companies.

Keywords : Media Digital, Content Creator, Content Writer, Video Editing.