

ABSTRACT

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CONTENT CREATOR ACTIVITIES IN THE WORK UNIT OF UNIVERSITAS PEMBANGUNAN JAYA LIVE

While carrying out internship in the Broadcasting laboratory under the Faculty of Humanities and Business with a work program, UPJ LIVE, the intern works as a Content Creator, the main task of the intern is to make a content plan, that consist of two content within one week which will be uploaded on UPJ LIVE YouTube channel. Before creating the content, the intern follows the stages in creating content, which is pre-production, production, and post-production. From researching to implementing it into a video show to attract people's attention. Then the intern also gets additional work by collaborating with UPJ LIVE, the intern's task is to become a floor director, switcher, and cameraman, in producing coverage. After that, the intern helps to manage the operations of Studio A's laboratory, and carries out reporting in collaboration with the Broadcasting lab. By carrying out internship for 3 months at UPJ LIVE, Practitioners get a new experience in the world of Broadcasting.

Keywords: UPJ LIVE, Content Creator, Production, Broadcastin