

## **ABSTRACT**

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### **CONTENT CREATOR ACTIVITIES IN DIGITAL MARKETING DIVISION PT. WARNA-WARNI BAHAGIA (WEDDINGMARKET)**

*While working at PT Warna-Warni Bahagia Brand WeddingMarket, Intern participate and are directly involved in WeddingMarket Social Media activities to be given the task of managing content on social media, creating Instagram feed articles, creating content and captions for Instagram, Youtube and Tiktok posts, WeddingMarket . Practitioners are also given the job of managing the website, uploading vendor photos to the website, and writing articles. While carrying out work at WeddingMarket, Practitioners work under the supervision and guidance of the Head of Content Strategic. The purpose of this Professional Work, the practitioner can conclude that the practitioner gains insight and knowledge about content creation within the company, creativity, and skills regarding the real world of work so that later the practitioner will be able to compete in the world of work .*

**Keywords:** Content creator, Social Media, Website, Digital Marketing