

BSTRACT

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THE ROLE OF CONTENT CREATOR IN THE ESTABLISHMENT BRAND AWARENESS OF THE UPJ TALK PROGRAM

The Covid pandemic, which made the economy decline, also had an impact on community activities, such as the unemployment rate in Indonesia, which is also increasing. This Professional Work course can also reduce the biggest problem during this pandemic, namely the difficulty of getting a job and high unemployment status by training students' soft skills which can also increase students' understanding of the importance of a Professional Work activity to increase experience and knowledge related to the world. Currently, social media is a medium used by the public to communicate and obtain information, digital media such as social media is currently also being widely used by companies, especially companies where practitioners carry out their internships, namely the UPJ LIVE Work Unit in the Program UPJ TALK which is a new program with a talkshow concept that uses social media such as Instagram and Youtube to build brand awareness. Therefore, in carrying out this Brand Awareness strategy, intern as Content Creators and their teams work together to create written, oral and visual content by collecting creative ideas during the practice as Content Creators in the UPJ LIVE Work Unit in the UPJ TALK Program .

Keywords: *Unemployment, Social Media, Brand Awareness, Content Creator.*