

ABSTRACT

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CONTENT CREATION ACTIVITIES ON UPJ KOMPRESS MEDIA

As long as the practitioner is directly involved in carrying out professional work in UPJ Compress Media as a content creator for a period of three months with a total of 440 working hours, the practitioner has created 55 content in the form of visual designs in which all content has been approved and is eligible for broadcast. After the practitioner has carried out professional work, the practitioner knows that the learning knowledge that can be obtained related to content creation activities for Instagram social media needs to be supported by high creativity and requires a mature process to create content that is interesting and in demand by many people. The implementation of work or tasks carried out by practitioners in content creation activities during an internship at the UPJ Compress Media is the creation of content for Instagram feeds whose main task is divided into wekom and factkom rubrics, the content creation process is carried out in two stages, namely pre-production and production. Includes brainstorming ideas, content plans, information research, visual editing of content such as design, writing methods for content as well as captions, searching for creative references, revising and managing an Instagram account that is Compress Upj, namely @ilkom_upj related to uploading content according to a predetermined time schedule.

Keywords: Content creator, Content Creation, Social Media, Professional Work, Content, Instagram