

## ABSTRACT

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### **THE WORK OF CONTENT CREATIONS IN CREATING CONTENT ON UPJ KOMPRESS MEDIA**

*In carrying out professional work of media Kompress UPJ. Kompress UPJ is a digital media portal under the auspices of the Faculty of Humanities and Business and the Communication Studies Program. On this occasion, the practitioner acts as a content creator and is under direct supervision by the editor-in-chief. During this professional work, practitioners are given the opportunity to write website articles to create visual content for Instagram and YouTube. Intern can write website articles based on the Hot New, Hot Issue, Entertainment, Travel, Event UPJ, Event Prodi, Serba Lima Fashion and Beauty, dan What's Viral rubrics. On Instagram Kompress UPJ social media has two rubrics, namely, Wekom and Factkoom. Meanwhile, the rubrics in YouTube content include Coommpast, Lecturer Gossip, News Graphic, and Monologue. Through this professional work, intern can add new insights about the world of work. Especially in gaining experience in the broadcasting journalism field.*

**Keywords:** Kompress UPJ, Content Creator, Professional Work