

## **ABSTRACT**

**Muhammad Farhan (2018041131)**

### **PRODUCTION OF DIGITAL MARKETING CONTENT VIDEOS AT PT NURUL FIKRI BINA PRESTASI**

*Students of the Communication Studies Program at Pembangunan Jaya University who chose broadcasting journalism majors, for this we do professional work to complete this Professional Work to directly practice in the world of work, such as looking for news, writing news or information, and delivering news to the mass media or society using advanced technology. Today, it is possible, for example, through the internet and social media. in doing work in the Digital Marketing section. One of the job categories or sectors of work is Content Planning, content writing, Content Creation and Media monitoring. In content planning and content writing, it is usually used as content material that will be used in various social media of Nurul Fikri, this is very much used for online media and social media, in making content planning and content writing usually has a format and method of delivering content, in writing content one must have and follow good and correct grammar in writing captions must have interesting and polite sentences, there is no element of sara in every caption and making videos.*

**Keywords:** *Digital Marketing, Content Creator, Production, Professional Work, Broadcasting Journalism*