

ABSTRACT

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THE ROLE OF THE CONTENT CREATOR PRODUCER ON UPJ LIVE

Universitas Pembangunan Jaya to assist the government in preparing prospective workers, Universitas Pembangunan Jaya builds an internship program as one of the compulsory subjects, it also aims to build hard skills and soft skills from students. During the internship, the practitioner does this professional work in the UPJ LIVE unit which is a unit owned by the Jaya Development University which is engaged in broadcasting. The practitioner works there as a producer, which content creator?

The field is by the minor that the practitioner takes, namely broadcast journalism. In creating content, of course, the practitioner applies broadcasting rules and the application of MAV (audio-visual media) knowledge. In practice, the practitioner is tasked and responsible for creating content for YouTube and Instagram belonging to UPJ Talk which is a sub-unit of UPJ LIVE. Practitioners are tasked with finding ideas, creating content scripts, rounding down, and participating as a production team. In this professional work, the practitioner is given the responsibility of managing the production team in creating content and helping to revive UPJ LIVE which is the campus media, so that the practitioner also applies knowledge from media management.

Keywords: UPJ Talk, Producer, Professional work, Broadcasting Journal, list, media management, and MAV (audio-visual media)