

ABSTRACT

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AKTIVITAS CONTENT CREATIVE DALAM DIVISI CONTENT DI HEBOH.COM

While carrying out Professional Work at heboh.com, the practitioners work as a Content Creative under the auspices and guidance of the Content division. During the Professional Work implementation period, practitioners are given the opportunity to apply materials on Public Relations Tactics Strategies, Public Relations Writing, Online Journalism, and New Media Communications. In applying these materials, practitioners are given the opportunity to help create content planning which will later be made into articles and Instagram Reels videos and TikTok videos. Practitioners go through several stages to create a good and newsworthy article such as the process of planning, research, and writing articles. During the planning process, the practitioners conduct discussions and brainstorming to determine which topics will be raised into articles. Entering the research stage, the practitioners collect references which will later become a reference for writing. Then, the practitioners make an article with the existing material so that it can be directly edited by Graphic Design and uploaded on the website and Instagram. The lessons that practitioners get as Content Creative are that they must understand the research process, have critical thinking, understand good writing, and understand what the public needs. Not only that, a Content Creative must also be able to know the conditions in society, what information they need, and must be able to be responsible for all the content created.

Keywords: *Content Creative, Heboh.com, Online Media, Social Media, Article, Research*