

ABSTRACT

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LAPORAN KERJA PROFESI, KEGIATAN *CONTENT CREATION* DI MEDIA KOMPRESS UNIVERSITAS PEMBANGUNAN JAYA

Along with the development of today's times, the role of mass media is getting bigger and more real, this serves to spread information or news. With the use of a medium, an organization can be better known by a wide audience, this is certainly supported by an optimal way of using the media. With the use of existing media, an organization will cause a close relationship. Currently, Universitas Pembangunan Jaya, in the Communication Science study program has a media called KOMPRESS, where initially KOMPRESS UPJ was present to be able to manage the official Instagram social media account @ilkom_upj, with the development of time, KOMPRESS aims to develop the ability to write, edit photos, videos and so on. Of course, being a Content Creator, has duties and responsibilities that must be carried out, where the task and responsibility is to create material related to the content to be issued in the form of writing, images, sound, video or a combination of all existing materials. In the Professional Work carried out by practicans at KOMPRESS UPJ itself, the practice has general activities, namely making Content Plans, producing Instagram content, Producing website articles. In addition, the practice also has an additional task, namely Producing Youtube Content and also covering a University activity. In carrying out professional work activities, Practicant uses techniques that have been given in the Audio Visual Media course, namely Framing, Zoom, Wideshoot. KOMPRESS itself has two main rubriks, namely Factkom and Wekom.

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