

## **ABSTRACT**

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### **THE ROLE AND RESPONSIBILITY OF CAMPERS IN BAZNAS TV PROGRAM PRODUCTION**

*The rapid development of the digital world today, makes communication that is carried out slowly begin to change. Information can be obtained through social media. So, today's digital content is also very much needed by non-structural companies that are useful for promoting the image of the institution and its services. One of them is the use of digital videos through social media YouTube and BAZNAS RI has implemented it under the name BAZNAS TV. The current video production requires campers who meet certain qualifications, so this is an opportunity for broadcasting journalism minor students in carrying out professional work (KP). In the courses that have been studied, such as audio-visual media, theoretically students have fulfilled their learning, but in practice they still need additional hours, so professional work is needed to complete the practice. Therefore, the practitioner chooses to become campers when (KP) takes place. In doing (KP), as campers at BAZNAS, the main task is to take pictures such as news, podcasts, social media content, and news anchors when tapping in the studio. Before the production takes place, the practitioner and the team will also collaborate with the editor regarding which footage will be taken, such as in making a company profile.*

**Keywords:** *Digital Content, Social Media, Campers, Professional Work*