

ABSTRAK

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KEGIATAN *CONTENT STRATEGY PLANNER* PADA KREATIF KONTEN DI MY MEDIA CREATIVE DIGITAL AGENCY

As a student who is about to enter the world of work, must have work experience. With the Professional Work (KP) program which is an activity from the University that can help Intern to add experience and can provide an overview of the world of work and hone skills with materials obtained during lectures. During the professional work at PT MY Media Creative Digital Agency, the company is engaged in Creative Digital Advertising, where the company sells services in the form of advertisements in digital form. Intern works as a Content Strategy Planner with additional work as a Talent and Editor. Intern studies how to create social media management, content planning, production and implementation, and evaluation. In doing work every day, Intern has a team that can be invited to work well together and become a compact team. In addition, Intern is also involved in creating content such as videos that are 15-30 seconds long. for a company and a brand. Praktikan also studied several stages from the production process to post-production to produce a work in the form of videos and photos to be used as brand assets. Professional Work Activities carried out by Intern make Intern gain work experience and get new knowledge that can be developed attitudes and practices are able to carry out smoothly.

Keywords: *Content Strategy Planner, Editor, Creative Content, Digital Marketing*