

ABSTRACT

Hazyza Adira (2019021250)

CONTENT CREATOR IN BUILDING PERSONAL BRANDING COMPANY AT SOCIAL MEDIA.PINTAAR101

Implementation of work at PINTAAR101 as a content creator, during the implementation of work that has been running for 2 years as a content creator in charge of packaging, creating, and renovating content from other content info in his own style without plagiarizing other people's content. In carrying out the work in the content creator section, it is quite important in introducing the company's identity and creating educational content to attract the audience's interest in the company.

PINTAAR101 is a learning institution that can be accessed from everywhere without come to office and there is a place to ask teachers exclusively and the advantage is the price for courses that can be obtained at student pocket prices. PINTAAR101 can be an access for students, university students, even those who do not have special abilities they teach about coding, graphic design, digital marketing, Microsoft Excel, and Microsoft Word.

Keywords : digital marketing, content and marketing.