

ABSTRACT

Wilda Diah Ayuningtyas (2018041104)

IMPLEMENTATION OF PROFESSIONAL WORK AS CONTENT CREATOR ON KOMPRESS DIGITAL MEDIA UNIVERSITAS PEMBANGUNAN JAYA

In internship activities at KOMPRESS, intern serves as a content creator. Intern carry out content creator activities on the website platform, Instagram social media, and KOMPRESS's official YouTube account. Internship is carried out online from June 6 to September 6 2022. Internships are given working hours from Monday to Friday from 08.00 to 17.00 WIB. Intern participate are directly involved in doing a job that has been given by the editor-in-chief as a content creator. In carrying out their duties as a content creator, intern is responsible for creating content plans, creating articles for websites and Instagram content with various rubrics determined by the editor-in-chief, planning content concepts and captions for social media Instagram @ilkom_upj, creating visual content designs interesting and informative, as well as producing video content for the official KOMPRESS Youtube channel by choosing the COMMPAST rubric which discusses student life in the campus environment and the life of urban communities. Intern works in the content creator division by implementing practical principles for broadcasting journalism activities such as find information, process, create, and publish this information to the public via social media, as well as writing news articles, creating content designs, using camera and video editing.

Keywords: kompress, content creator, content writer.