

ABSTRACT

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CONTENT EDITOR ACTIVITIES IN DIVISION OF PUBLIC RELATIONS, MEDIA AND PROMOTION ON SOCIAL MEDIA PB JAYA RAYA

Practicing carrying out professional work for three months at PB Jaya Raya as a content editor in the Public Relations, Media and Promotion sections. The main work done while carrying out professional work includes editing PB Jaya Raya social media content such as Instagram, Youtube, Tiktok and the website. The practitioner takes advantage of new media as a form of promotion. Apart from being a content creator editor, on several occasions the practitioner is also used as a photographer. In this activity, practice the Audio Visual Media technique. While working as a content editor in Public Relations, Media and Promotion, the practitioner knows that it is important for an editor to create an interesting idea in the editing process to attract public attention. In addition, practitioners can also know and learn how to use editing application that were previously unknown to practitioners.

Keywords: *Public Relations, Media and Promotion, Content Editor, Social Media.*

