

ABSTRACT

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CONTENT CREATION ACTIVITY AT KOMPRESS UNIVERSITAS PEMBANGUNAN JAYA

In today's era, Content Creators are very important for agencies or companies to create content form articles, images or videos to keep attracting the target audience on social media. Being a Content Creator must have creativity in writing and editing images or videos. Currently, there are many platforms with interesting features that Content Creators can use to express their ideas. Kompres is one of the digital media owned by the Communication Studies at Pembangunan Jaya University which has a target audience is students. Being a Content Creator in Kompres media is certainly in line with the courses that have been taken during lectures such as journalistic introduction, online journalism, communication and new media, and audio-visual media. This course contains basic skills that are used while doing internship. Being a content creator at Kompres certainly has several tasks that must be done. internship learn to create content from planning, production to editing and evaluation. At Kompres, students also learn about time management and practice multitasking skills. Of course, every task carried out by the internship gets a new challenge. Starting from planning such as content creation ideas, internship must have new ideas every week. Then at the production stage, the internship must complete weekly routine assignments according to existing working hours. Finally, at the editing stage, the internship must also pay attention to details that might affect the final result of the content produced

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