

## **ABSTRACT**

**Aldhania Nur Syifa (2019041159)**

### **WORK PRACTICES ACTIVITIES OF CREATIVE PRODUCTION AT PT. MEDIA ONSU PERKASA**

Merdeka Belajar Kampus Merdeka Program (MBKM) is a government program that aims to encourage students to master various knowledge and skills to prepare them to enter the world of work. In the Internship/Work Practice activities, the practitioner carries out an internship at PT. Media Onsu Perkasa for 6 months starting from 09 June 2022 to 09 December 2022. PT. Media Onsu as a digital-based company that utilizes YouTube's new media in disseminating content, already has a high number of subscribers or subscribers on the YouTube MOP Channel, which is 8 million subscribers. In this position, the practitioner has the duties and responsibilities of conducting content research, creating host/talent scripts, creating program rundowns, creating thumbnails, creating a 1-minute Instagram promo video. On this Internship/Work Practice opportunity, the practitioner has the opportunity to join the Kakak Beradik Podcast program, the Kakak Beradik Podcast TikTok's, ASMR Sarwendah, and MOP Music.

**Keywords** : *Creative, Content Creating, Youtube, Media Onsu Perkasa*