

ABSTRACT

Muhammad Naufal Riansyah (2019041047)

CONTENT CREATION ACTIVITIES INSTAGRAM CONTENT, WEBSITE, AND KOMPRESS YOUTUBE

During a internship at Kompres UPJ, the internship worked for the Kompres media, where the Kompres media is a media under the auspices of the Communication Studies Program, Universitas Pembangunan Jaya. Internship does professional work here as a Content Creator with a job that focuses on Content Creation activities and also has a main job in the field of writing content or content writing for websites owned by UPJ Kompres such as making articles such as the Factkom rubric, Wekom, Event Study Program, Hot News, Hot Issue, Entertainment, Serba Lima, Fashion & Beauty, What's Viral, and Travel. Internship also creates video content for UPJ Kompres YouTube such as a pre-defined theme, namely Monologue, and also performs visual design for content on UPJ Kompres social media such as the same rubric as creating articles for the Website. Of course, the work carried out by the internship is also related to the fields of journalism and broadcasting. Like making a caption for articles and content on Instagram media, articles, creating video content for UPJ's Kompres YouTube. Internship also does a job that starts from a pre-production process, the practitioner does a title determination for each theme which will later be used as uploaded content.

Keywords: Content Creator, Content Creation, Social Media, Content, Kompres UPJ