

## **ABSTRACT**

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### **CONTENT CREATION ACTIVITIES IN THE PRODUCTION TEAM FOR UPJ LIVE's PROGRAM**

*Professional work or internship activity is a forum for knowledge and experience, especially for students to experience how to work in an industry that is appropriate to a particular field. One of the functions of professional work is as a forum for students to practice their skills and expertise, which is also guided by an experienced work mentor. For example such as UPJ LIVE, a work unit and media broadcasting from Pembangunan Jaya University. Practitioners carry out internship activity (professional work) in a work from office (WFO) way with the position of Content Creator who enters the Production Team during a work period of 3 months from January to April 2023. The term "Content Creator" here has the responsibility and role of creating video content, in which the practitioner and co-workers produce episode content for one of the programs at UPJ LIVE, namely UPJ VERSE. A feature programs that discuss things that refer to entertainment that focus on the function of a program in general, which is informative and educative, also inseparable from the elements of entertainment itself, such as music, films, and social trends. This relates to the subjects that students study which play an important role in the work of this profession, namely Audio Visual Media and Television News Production.*

**Keywords:** Content Creation, Content Creator, Program Production, Internship, UPJ LIVE