

ABSTRACT

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ACTIVITIES AND WORK PROCESS OF DAILY AT KG MEDIA INSTAGRAM SOCIAL MEDIA PRODUCTION ON KOMPAS GRAMEDIA

During his professional work activities (KP) at KG Media, he worked as a Video Editor under the supervision of KG's Public Relations and Legal Division. In carrying out practical professional work, he is in charge or responsible for the entire process of editing video content starting from the collection of raw materials (footage), editing to the revision stage. Practice during professional work succeeded in creating various video content that has been uploaded on Instagram @DailyatKGMedia such as "National Press Day" content which was attended by various leaders of Kompas. Practice is required to make video news letters from the Public Relations and Legal KG Division every month and practices successfully make 4 video news letters from January, February, March and April. Apart from being a video editor, practitioners are also given the opportunity to do a jobdesk as a videographer and edit posters of national holidays. During the practice of working at KG Media, especially in the Public Relations and Legal Division of KG, the practice saw that the jobdesk as a video editor in the field can concurrently be a videographer because the division where the practice works does not have a special jobdesk for videographers. Through the experience gained by praktkan as a Video Editor, practice also sees that work practices in companies are related to courses that have been studied by practitioners such as News Production, Television and Audio Visual Media.

Keywords : Kompas Gramedia, Public Relations, Video Editor, Videographer