

ABSTRACT

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KEGIATAN CONTENT CREATION UPJ TALK PADA UNIT UPJ LIVE UNIVERSITAS PEMBANGUNAN JAYA

This research aims to analyze content creation activities in UPJ Talk, an initiative under the UPJ Live Unit at Universitas Pembangunan Jaya. UPJ Talk is an online discussion platform that actively presents various topics to broaden students' insights and understanding. This research uses a qualitative approach with a case study method, involving content analysis of various UPJ Talk episodes.

During the three months that the practitioner worked as a Content Creator and Content Creation in the UPJ LIVE unit of Pembangunan Jaya University, the practitioner has carried out internship activities in a professional manner. Practitioners realize that to produce content that is interesting and in demand by a wide audience, learning information about content or content production for the media must be supported by extraordinary creativity and sophisticated approaches. Professionals gain work experience and a glimpse of the future of work in the content creation industry by doing this work.

Content creation at UPJ LIVE, a unit of Universitas Pembangunan Jaya, involves brainstorming ideas, visual editing such as design, writing content and captions, and managing UPJ Talk's Instagram account to upload content on a scheduled basis. These tasks are described as part of the Professional Work activities that practitioners carry out during the process. In addition to performing as UPJ TALK Content Creation, practitioners carry out outside activities ranging from seminar events from PHA, community service, professional certification sheets and stock taking. Practitioners with working hours of 8 hours during one day, practitioners carry out what has been given the responsibility of practitioners during Professional Work with the position of Assistant Producer of UPJ TALK for content creation in creating productive hours of impressions while carrying out Professional Work activities with the UPJ TALK production team.

The results of the study highlighted the content creation strategies implemented, including the selection of relevant topics, the use of competent speakers, and creativity in the presentation of material. In addition, this study also evaluates the impact of UPJ Talk on student participation and engagement in academic and social activities. Data were collected through interviews, observations, and document analysis.

Keywords: UPJ LIVE, CONTENT CREATION, KERJA PROFESI, UPJ TALK