

ABSTRACT

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CONTENT PLANNING ACTIVITY AND VIDEO EDITING FOR CREATIVE DIVISION IN MY MEDIA COLLABORATIVE AGENCY

Pembangunan Jaya University mandates the completion of professional work courses as prerequisites for undergraduate studies, designed to equip students with practical skills applicable in real-world scenarios. This initiative aims to afford students invaluable opportunities to integrate theoretical knowledge into professional practice. Collaborating with industry practitioners, our students engage in professional work experiences at MY Media Collaborative Agency within the dynamic field of creative advertising. They assume pivotal roles as content planners and video editors, entrusted with the management of content for renowned brands, including Absolute New York, The Balm, UPOINT.ID, Indihomegamer.id, Mama Suka, Pharos, and @lifeatmymedia. These professions have evolved in tandem with the rapid development of social media, playing an integral role in strategic planning, creative content creation, and meticulous editing to captivate diverse audiences. The spectrum of responsibilities spans pre-production, production, and post-production processes, aligning seamlessly with disciplines such as Television News Broadcasting, Audio Visual Media, Online Journalism, and Public Relations Media Production. Practitioners assume comprehensive responsibility for monthly content management across the aforementioned brands. This role demands a mastery of each brand, requiring practitioners to adeptly package concise verbal and non-verbal messages into short-form video content tailored to specific target audiences.

Keywords: content planner, video editor, MY Media Collaborative Agency, Content Manager