

ABSTRACT

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PROSES KERJA KONTEN CREATOR PADA BRAND MEDIA INDONESIA

The intern conducted a professional work program at Brand Media Indonesia for 3 months, serving as an intern content creator in the digital strategist division. The intern worked under the supervision and guidance of the Head of Digital and Vice Head of Digital. Activities included managing content throughout the pre-production, production, and post-production phases. The content creator handled brands for clients of Brand Media Indonesia, including Unilever Foods Solutions, INACO, and Bluebird. Utilizing the services of a content creator was essential for generating content for clients' social media platforms such as Instagram and TikTok. Following the completion of the professional work program, the intern gained valuable experience and insights into the content creation process within a company, tailoring content to meet clients' needs. The tasks performed by the intern aligned with coursework in Audiovisual Media, Online Public Relations, and Television News Production

Keywords: Brand Media Indonesia, content creator, pre-production, production, post production