

ABSTRAK

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KEGIATAN CONTENT CREATOR PADA DIVISI MEDIA SOSIAL DAN WEBSITE KOMPRESS UNIVERSITAS PEMBANGUNAN JAYA

Selama melaksanakan kerja profesi di KOMPRESS Universitas Pembangunan Jaya, praktikan bekerja di bawah pengawasan serta bimbingan dari Head Editor Media Sosial dan Head Editor Website. Praktikan berkesempatan untuk terlibat langsung dalam kegiatan content creator pada Divisi Media sosial dan Website KOMPRESS UPJ, di antaranya adalah membuat konten Instagram, motion graphic, menulis artikel, dan menjalankan special events, termasuk membantu tugas-tugas keseharian Divisi Media Sosial dalam pengelolaan Instagram, seperti social media management. Dalam menjalankan kegiatan content creator, praktikan mendapatkan pekerjaan utama untuk memproduksi konten media sosial mulai dari visual design, content plan hingga storyboard, dan menulis artikel menarik sesuai dengan target audiens. Praktikan sebagai content creator, content writer dan social media management mengimplementasikan prinsip praktik hubungan masyarakat online dengan memanfaatkan media berbasis web dan media sosial dalam mempublikasikan suatu konten multimedia baik berupa audio, visual, maupun audiovisual. Serta, praktikan juga bertugas memonitoring dan mengelola Instagram @ilkom_upj untuk scheduling konten dan meningkatkan interaksi atau engagement yang positif dari target audiens. Selain pekerjaan utama, praktikan juga mendapatkan tugas tambahan seperti kegiatan virtual launching.

Kata kunci: *content creator, content writer, social media management, website.*

ABSTRACT

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CONTENT CREATOR ACTIVITIES IN SOCIAL MEDIA AND WEBSITE DIVISION AT KOMPRESS UPJ

While working on an Internship program at KOMPRESS Universitas Pembangunan Jaya, practitioner works under the supervision and guidance of the Head Editor of Social Media and Head Editor of Website. Practitioner had the opportunity to be directly involved in content creator activities at KOMPRESS UPJ's social media division and website division, including creating Instagram content, motion graphics, writing article, and running special events, including the daily tasks of the social media division in managing Instagram, such as social media management. In carrying out content creator activities, practitioner got the main job of producing social media content ranging from visual design, content plans to storyboards, and writing interesting articles according to the target audience. Practitioner as a content creator, content writer, and social media management implements the principles of online public relations practices by utilizing web-based media and social media in publishing multimedia content in the form of audio, visual, and audiovisual. Also, practitioner is also in charge of monitoring and managing Instagram @ilkom_upj for content scheduling and increasing positive interactions or engagements from the target audience. In addition to the main job, practitioner also gets additional tasks such as running virtual launching.

Keywords: content creator, content writer, social media management, website.