

ABSTRACT

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CREATIVE DIVISION ACTIVITIES AT PT DIGITAL RANTAI MAYA (DRM)

In undergoing professional work at PT DIGITAL RANTAI MAYA, the intern works in the Creative Music Label and Artist Management Division. When undergoing professional work, the intern had the opportunity to participate in the production process in the Creative field at PT DIGITAL RANTAI MAYA. In the implementation of professional work, the intern does work such as conceptualizing, a content to create captions, descriptions and pin comments and copywriting of content, and creating storylines for content. In addition, the intern also does work where the intern uses social media to share and promote artist schedules/events under the management of PT. DIGITAL RANTAI MAYA. The intern also had the opportunity to work directly with the artists/influencers who feel under the auspices of PT. DIGITAL RANTAI MAYA. In undergoing professional work at PT DIGITAL RANTAI MAYA praktikan can better understand the content planning process until the publication stage, understand the content strategy used to reach the audience and get new insights and new knowledge, especially in the creative field.

Keywords: Content Creative, Copywriting, Content Creator