

## ABSTRAK

Danisa Amanda Ardianti (2017041057)

### **KEGIATAN BEKERJA DALAM BIDANG CONTENT CREATION DI MEDIA KOMPRESS UNIVERSITAS PEMBANGUNAN JAYA**

*Pada saat melaksanakan kerja profesi di KOMPRESS, Praktikan bekerja dalam divisi media sosial dan website. Praktikan berkesempatan untuk bekerja dalam bidang content creation dengan pekerjaan utama sebagai content creator, content writer, dan junior editor. Dalam pekerjaannya, praktikan melatih kemampuan utama seorang public relations, yakni menulis. Hasil karya praktikan dan diunggah dalam Website, Instagram, dan Youtube KOMPRESS secara bergiliran. Selain pekerjaan utama, praktikan juga mendapatkan tugas lain, yakni terlibat dalam special events Launcing KOMPRESS, penulisan artikel tambahan, serta wawancara Dekan Fakultas Humaniora dan Bisnis.*

Kata kunci : *Content creation, content creator, content writer, junior editor, special events*

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### **CONTENT CREATION WORK ACTIVITIES IN KOMPRESS MEDIA AT UNIVERSITAS PEMBANGUNAN JAYA**

*While carrying out work at KOMPRESS, Intern works in the social media and website division. Intern have the opportunity to work with content creation's team with the main job being a content creator, content writer, and junior editor. In their office, the intern trains the main ability of a public relations officer, writing. Every task were uploaded on the Website, Instagram, and Youtube KOMPRESS – UPJ. Apart from the main job, the practitioner also gets other assignments, namely being involved in special events Launcing KOMPRESS, writing additional articles, and interviewing the Head of the Faculty of Humanities and Business, Hendy Tannady.*

*Keywords : Content creation, content creator, content writer, junior editor, special events*