

ABSTRACT

UPJ LIVE CONTENT CREATION ACTIVITIES AT PEMBANGUNAN JAYA UNIVERSITY.

The world of work industry is starting to have developments and advances in technology, so that it can replace human workers or make it easier for workers to carry out their operations. This is of course in professional work carried out for students to be able to introduce and provide experience in the world of work which is of course more developed in technology in the current era. From this experience, of course, it can provide lessons to students who will enter the world of work from professional work practices to hone the skills they have learned during lectures in the courses Mass Communication, Online Journalism, Communication and New Media, Audio Visual Media and Strategy and Public Relations Tactics. Practitioners also carry out professional work activities at the UPJ LIVE unit as Content Creation, Assistant Producer, and participate in event activities at the Pembangunan Jaya University unit (Support Unit). UPJ LIVE is a unit that provides jobs for students who want practical work to develop and hone the skills of students who want to enter the world of work. UPJ LIVE is also part of the Pembangunan Jaya University, which is the media production team for the Jaya Pembangunan University content. The implementation of professional work practices is carried out in 3 working months, starting on January 9 2023. During the internship period it is carried out FULL TIME at work from office (WFO), as well as with teammates to produce consistent content on broadcasts on UPJ's Youtube LIVE. In the content impressions that are made, namely, Features which contain the latest Informative, Social, Entertainment, Music impressions for a content.

Keywords: *Content Production, Content Display, Teamwork.*