

## **ABSTRACT**

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### **KEGIATAN CONTENT CREATOR DI PT. KAAF VENTURE INDONESIA**

*PT Kaaf Venture Indonesia is a company engaged in the manufacture of gold and also gold investment. While carrying out professional work activities or KP as a content creator at PT Kaaf Venture Indonesia, practitioners have the opportunity to manage content owned by the company, namely Instagram, Tiktok, and Youtube. Activities carried out by practitioners when given the opportunity to manage content on the company's social media platforms, practitioners are tasked with creating ideas for making social media content, practitioners are also given the task of making scripts or scripts for short sketch content, practitioners also assist in the shooting production stage, Practitioners also carry out the editing process. Practitioners also take care of making videos of gold products made, practitioners also carry out the editing process, and also the VO (Voice Over) process. Practitioners are also assigned to make company profile videos, practitioners start in the process of making shooting production, offline and online editing. In content production, practitioners are also involved as talents in some of the content created.*

**Keywords:** Content Creator, Content Production, PT Kaaf Venture Indonesia, social media platform.