

ABSTRACT

DUTIES AND RESPONSIBILITIES OF EDITORS IN VIDEO PRODUCTION AT PT. INTRABUANA CYBERTREND

The ability to utilize audio-visual media as a tool for documenting information is very important and needed today. Because of the importance of media for documenting information, audio-visual media can be one of the company's economic values. Practitioners undertake work for six months at PT. Cybertrend Intrabuana with positions as Editor and Videographer under the marketing division. PT. Cybertrend Intrabuana is an agency in the field of data analysis and data consulting that handles its clients' data. The marketing division has an important role in providing information and disseminating it to various media so that it can increase clients interest in using their services. The practitioner's main job is as an editor for content uploaded to social media. Apart from that, practice having another task, namely as a videographer in the Production Crew to create content such as podcasts and some content that requires video in it. Apart from content, practitioners also have a role in video production for events run by the company. The practical professional work carried out in producing audio-visual works is of course related to Communication Science in running events it is also related to the Event Management course. As an editor and videographer, you not only have to be proficient in using editing software, but you also have to understand how to practice and be able to think creatively and critically in creating audio-visual works. Practice also being able to work under pressure and be able to carry out work within the specified time period.

Keywords: Profession Work, Editor, Videographer, Production