

ABSTRACT

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WORK PROCESS OF THE CONTENT CREATION DIVISION IN THE PT. DIGITAL RANTAI MAYA

While carrying out Professional Work (KP) activities, practitioners carry out professional work at the company PT. Digital Chain Maya, Digital Rantai Maya is a subsidiary entity of PT. Surya Citra Media Tbk which operates in the fields of information technology services, advertising, promotion and marketing, general telecommunications, entertainment, management and production agents, consultants in the field of information technology, mass media, audio recording and trading. Practical work as Content Creation is under the supervision of the Creative Division. Content creation is a profession that creates content, whether in the form of writing, images, video, sound, or a combination of two or more materials. This content is created for media, especially digital media, such as YouTube, Instagram, Blogger, and various other social media platforms. In your professional work, you are assigned or responsible for finding ideas, shooting, creating content, designing social media, creating social media captions. Practitioners are entrusted with creating content and designs directly to be uploaded on PT social media. Virtual Chain Digital. Practitioners must also have the ability to think creatively to create interesting content. Through professional work experience as Content Creation, practitioners see the relevance of work practices to the theories and practices that have been obtained during lectures such as New Media Communication.

Keywords: PT. Digital Rantai Maya, Content Creation, Social Media, Graphic Design, New Media communications