

ABSTRAK

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KEGIATAN CONTENT CREATOR PADA DIVISI WEBSITE DI MEDIA DIGITAL KOMPRESS

Selama melaksanakan kerja di Media Digital Kompres, praktikan bekerja di bawah pengawasan serta bimbingan dari Kepala Editor. Dalam melaksanakan kegiatan kerja profesi, praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam kegiatan content creation Media Digital Kompres yang menjalankan tugas dan fungsi sebagai content creator dan content writer seperti membuat konten pada Instagram, website dan Youtube Kompres. Dalam menjalankan kegiatan sebagai content creation, praktikan mendapatkan pekerjaan utama yaitu membuat artikel berita pada website Kompres, membuat visual konten Instagram @ilkom_UPJ, konten Curhatime, dan konten Polling mulai dari perencanaan, produksi, sampai implementasi konten. Praktikan juga mendapatkan pekerjaan tambahan yaitu membuat konten News Graphics, dan membuat transkrip wawancara. Selain itu, praktikan juga berkontribusi dalam special event Kompres Virtual Launching dan berkesempatan menjadi MC di salah satu rangkaian acara yaitu Acoustic Performance.

Kata Kunci : *content, creation, content creator, content writer*

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CONTENT CREATOR ACTIVITY IN WEBSITE DIVISION OF DIGITAL MEDIA KOMPRESS

During carrying out professional work in Digital Media Kompres, practitioners worked under the Editor in Chief. While carrying out professional work activities, practitioner had the opportunity to participate and be directly involved in content creation activities in Digital Media Kompres that carries out its duties and functions such as content creator and content writer including creating content on the Instagram, website, and Youtube Kompres. In carrying out content creation activities, practitioners got the main job of namely creating news articles on website Kompres, creating visual Instagram content @ilkom_UPJ, Curhatime content, and Polling Content. Practitioners also gets additional assignments such as creating News Graphics content, and creating interview transcripts. Beside that, practitioners contributed in special event in Kompres Virtual Launching and practitioners had the opportunity to become MC in a series of events in Acoustic Performance.

Keywords: content creation, content creator, content writer