

## **ABSTRACT**

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### **VIDEO CONTENT PRODUCTION PROCESS AT ERMEDIKA CLINIC BEAUTY CLINIC**

*In the current digital era, social media has a huge influence on human life. Information delivery patterns are increasingly developing and varying, this influences the sales style of a company's products and services. Based on this background, the practitioner carries out Professional Work (KP) at Ermedika Clinic as a Content Creator. Ermedika Clinic is a company that operates in the field of Aesthetic Dermatology & Skin Surgery services. Practitioners have duties and responsibilities in the pre-production, production and post-production processes of beauty clinic video content. At the pre-production stage, the practitioner carries out planning regarding content ideas and concepts with research from various relevant references. At the production stage the practitioner carries out the execution stage of shooting in accordance with the content planning. Apart from that, we also edit images to create unified video content. Apart from their main job, students also help as content video talent on Ermedika Clinic 's social media. Through the professional work they do, practitioners find a connection between content creators and theories obtained during their studies in the communication science study program, especially theories related to mass communication, communications. persuasive, new media, media management, audio visual media, introduction to journalism, ethics and law of the journalistic profession, and other courses that have a foundation in editing, marketing, and social media.*

**Keywords:** Production Activities, Social Media, Content Creator, Content.