

ABSTRACT

Jemy Cafirosi (2018041036)

ROLE AND WORK PROCESS OF CONTENT CREATOR AT THE DEPARTMENT OF MARKETING COMMUNICATIONS, PT DUTI DIAMOND DEVELOPMENT

Practitioners carry out professional work at PT Duti Diamont Development as content creators , in the field of content creator , under the supervision and guidance of the design division . The main work that the practitioner does as a conternt creation is doing content research, making content planning, producing content both design and video and being a liaison for KOL and influencers . Practitioners gain knowledge related to the content creator work process at the property company KIZO Residence. Practitioners get learning related to a system in large companies , as well as Marketing strategies used in the property sector. Work experience as content creator to a property company illustrate how Marketing message with digital form really determine the success of Marketing communications . In addition , work experience practitioners provides an to see the links between theory and practice , especially a theory in Marketing communications and new media.

Keywords: Content Creator, Marketing Communication, Design