

## **ABSTRACT**

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### **SOCIAL MEDIA CREATION TEAM ACTIVITIES FOR "DRAMA OJOL" AT PT. KREASI KARYA BANGSA**

*During the Professional Work Experience at United Creative PT. Kreasi Karya Bangsa Tim Drama Ojol, the intern was placed in the position of Social Media Creative. On this occasion, the intern was involved in the entire daily social media management process for Drama Ojol. To produce creative content, several stages were required in accordance with the Critical and Creative Thinking course, which began with the search for an idea and transforming that idea into innovative concepts. Afterward, the process of becoming a Drama Ojol social media creative went through the pre-production, production, and post-production stages. In the pre-production stage, the creative social media activities included researching the content to be produced, creating production references such as scripts, storylines, and copywriting for the content. In the production stage, the intern assisted in the production process by directing it in line with the previously created script, storyline, and copywriting. In the final stage, which is post-production, the intern also helped guide the editing process in accordance with the storyline and conducted discussions with the client to ensure that the produced content matched what was discussed in the pre-production stage. Throughout the 3 months of the Professional Work Experience, the intern gained various experiences, such as effective social media management, the creation of engaging social media content, and the development of brand content that captured the audience's interest. The intern was able to implement many lessons learned during their academic studies in the working world according to their potential.*

*Keyword: Social Media Creative, Production, Brand Content*