

ABSTRAK

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PRAKTIK KERJA PROFESI SEBAGAI CONTENT CREATOR

Selama melaksanakan kerja profesi di Fakultas Humaniora dan Bisnis, Universitas Pembangunan Jaya, Praktikan bekerja di bawah pengawasan serta bimbingan Social Media Campaign Manager. Dalam kerja profesi, Praktikan berpartisipasi dan terlibat langsung dalam menjadi content creator di Social Media Campaign, Fakultas Humaniora dan Bisnis seperti membuat konten media sosial (content creator) dan website (content writer), social media management, manajemen event, serta menyusun laporan. Aktivitas atau tanggung jawab Divisi Social Media Campaign tefokus pada publik eksternal yaitu audiens. Social Media Campaign senantiasa menangani campaign dengan baik, menyampaikan pesan dan memberikan kesadaran kepada audiens dengan mengangkat isu colorism, yang merupakan bentuk diskriminasi terhadap warna kulit dalam industri kecantikan. Pada pelaksanaan content creator, Social Media Campaign (SMC) praktikan juga mempelajari bagaimana membangun hubungan yang baik dengan influencer dan komunitas yang peduli untuk menyebarkan pesan yang diangkat pada campaign.

Kata Kunci: *Social Media Campaign, Sounds of Color, Content Creator*

ABSTRACT

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PROFESSIONAL WORK PRACTICE AS CONTENT CREATOR

While carrying out professional work at the Faculty of Humanities and Business, Pembangunan Jaya University, Praktikan worked under the supervision and guidance of the Social Media Campaign Manager. In professional work, Praktikan participate and are directly involved in becoming a content creator in the Social Media Campaign, Faculty of Humanities and Business such as creating social media content (content creators) and websites (content writers), social media management, event management, and compiling reports. The activities or responsibilities of the Social Media Campaign Division focus on the external public, namely the audience. Social Media Campaigns always handle campaigns well, convey messages and provide awareness to the audience by raising the issue of colorism, which is a form of discrimination against skin color in the beauty industry. In implementing content creators, the Social Media Campaign (SMC), practitioners also learn how to build good relationships with influencers and communities who care about spreading the messages raised in the campaign.

Keywords: Social Media Campaign, Sounds Of Color, Content Creator