

CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the analysis, it can be conclude that there are several job descriptions from content creators that are carried out by creative officers to create promotional content and campus introductions through YouTube. This includes gathering ideas, writing scripts to capturing video content. Based on these observations, it was found that there were five job descriptions of content creators from creative officers at STBA JIA. The job description is collecting ideas, creating materials, trying consistently, using a good platform and evaluating materials to post. The job description led to the finding that being a content creator is not a job that can be taken lightly. The skill of understanding of product media, communications, procedures, and dissemination strategies, knowledge of processes, tools, and design concepts, understanding of the structure of the English language's content, including the meaning and spelling of each word, compositional principles, and grammar. Based on the obstacles that have been discussed previously. There are three obstacles, namely in the pre-production, production, and post-production sections. The obstacles can be solved directly by author on that internship.

B. Suggestion

In the suggestions section, researchers provide suggestions to various parties involved in this report which are expected to further develop this report and the development of content from STBA JIA. These suggestions are as follows:

1. For STBA JIA, YouTube content should be more up to date according to the times. In addition, it should be able to follow something viral which is then used as content and relations to foreign languages.
2. For future researchers, it is better to be able to further develop this research by using other subjects and theories. And it would be better to find differences in content creators on various platforms such as YouTube, Instagram, and TikTok.