

ABSTRACT

DESIGN AND IMPLEMENTATION OF BANYUMAS KPU VIDEO MEDIA

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With the advancement of technology that is developing rapidly, it makes people's thinking patterns change, one of which is getting information. In the past to get information only from television, newspapers and books. But it has changed since the times and social media users are increasingly rapidly where people are more interested in the information that is on social media, because the topics are well packaged and interesting so that social media users are interested in the content available on social media. information at this time, the author is interested in internships or field work practices at the KPU (General Election Commission) Banyumas as a video editor to want to know how to work managing to provide information on social media and monitor social media accounts at the KPU (General Election Commission) Banyumas , and make social media users interested in the content on KPU (General Election Commission) social media, especially Instagram, Tiktok and Youtube social media. The author is very grateful to be accepted by the field work practice at the KPU (General Election Commission) Banyumas as a video editor so that the author can witness the process firsthand. A lot of experience and knowledge gained by the author during the field work practice at the KPU (General Election Commission) Banyumas which made the author an unforgettable experience. As long as the author carried out the task of editing video and managing Tiktok social media. The author got various new experiences at KPU Banyumas, such as recording content creators as promotional media, and getting new relationships from outside the campus.

Keywords: Editor, KPU Banyumas, Social Media