

**THE UTILIZATION OF CONTENT CREATOR IN IMPROVING
NEW STUDENTS AT FACULTY OF LETTERS UNIVERSITAS
KRISTEN INDONESIA**

A PROJECT PAPER



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**ENGLISH LANGUAGE PROGRAM OF DIPLOMA THREE
FACULTY OF LETTERS
UNIVERSITAS KRISTEN INDONESIA
JAKARTA
2021**

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INDONESIA**

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Presented to

Submitted to the Faculty of Letters Universitas Kristen Indonesia to Fulfill One of the
Requirements to Complete the English Language Program of Diploma Three

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DECLARATION OF THE ORIGINALITY OF THIS WORK

I, the undersigned:

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do declare that this project paper which I have written is my own work; it is not the work or thinking of other people which I have taken and declared as my own work. In the future, if it is proven that in writing this project paper I have copied or plagiarized the work of others, I am ready to accept sanctions that have been determined for that behavior.

Jakarta, May 23, 2021

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DEFENSE APPROVAL SHEET

This is to certify that the project paper of Kristina (1822130004) entitled *The Utilization of Content Creator in Improving New Students at Faculty of Letters Universitas Kristen Indonesia* has been approved by the advisor at Faculty of Letters Universitas Kristen Indonesia.

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ACKNOWLEDGEMENT

I thank God Almighty because of His blessings and grace because I could complete this project paper. The writing of this thesis is carried out to fulfill one of the requirements to achieve a Bachelor of Languages degree in the English Study Program of the Indonesian Christian University. Without the help and guidance from various parties, from the lecture period to preparing this project paper, it would be tough for me to complete this project paper. Therefore, I would like to thank:

- (1) Ms. Devi Melisa Saragi, S.S., M.A, as the supervising lecturer who has provided time, energy, and thoughts to direct me in the preparation of this project paper;
- (2) My parents and family who have provided material and moral support and
- (3) Friends who have helped me a lot in completing this project paper.

Finally, I hope that God Almighty is pleased to repay all the kindness of all those who have helped. Hopefully, this project paper will be helpful for the development of science.

Jakarta, May 23, 2021



Kristina

ABSTRAK

Name : Kristina
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Title : Utilization of Content Creator in Improving New Students at
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Advisor : Devi Melisa Saragi, S.S., M.A.

Tulisan ini bertujuan untuk mengetahui bagaimana peranan content creator dapat meningkatkan mahasiswa baru Fakultas Sastra UKI. Dalam hal ini, content creator bertugas untuk membuat video promosi yang kemudian diunggah ke media sosial seperti Instagram dan Youtube milik Fakultas Sastra UKI, dengan tujuan untuk menarik perhatian para calon mahasiswa baru. Metode yang digunakan dalam melakukan penelitian ini adalah metode kualitatif yaitu dengan melakukan pengamatan secara langsung sebagai bagian dari content creator di Fakultas Sastra UKI selama dua bulan. Metode ini dipilih oleh penulis karena dilakukan sebagai bentuk dari observasi mendalam terhadap peranan content creator sebenarnya. Selain itu, penulis mengumpulkan beberapa bahan sekunder seperti jurnal, dokumen, dan beberapa bahan lainnya untuk sebagai pendukung analisis, sehingga dapat dihasilkan sebuah kesimpulan. Penelitian ini akan menganalisis hal apa saja yang dilakukan oleh content creator dalam pembuatan video promosi Fakultas Sastra UKI di tengah berbagai hambatan yang dihadapi, sehingga dapat diketahui bagaimana peranan content creator dapat meningkatkan mahasiswa baru Fakultas Sastra UKI.

Kata kunci: content creator, media sosial, promosi, dan mahasiswa baru.

ABSTRACT

Name : Kristina
Study Program : English Language Program of Diploma Three
Title : Utilization of Content Creator in Improving New Students at
Faculty of Letters Universitas Kristen Indonesia
Advisor : Devi Melisa Saragi, SS, MA

This paper aims to find out how the role of content creators can improve new students of the Faculty of Letters Universitas Kristen Indonesia. In this case, the content creator was tasked with making promotional videos uploaded to social media such as *Instagram* and *Youtube* belonging to the Faculty of Letters Universitas Kristen Indonesia to attract prospective new students. The method used in conducting this research was qualitative, namely by making direct observations as part of a content creator at the UKI Faculty of Letters for two months. The author chose this method because it was done as a form of in-depth observation of the actual role of the content creator. In addition, the author collected several secondary materials such as journals, documents, and several other materials to support the analysis so that a conclusion can be drawn. This research analyzed what content creators did in making promotional videos for the Faculty of Letters Universitas Kristen Indonesia amid the various obstacles they faced. It could be seen how content creators could improve new students of the Faculty of Letters Universitas Kristen Indonesia.

Keywords: content creator, social media, promotion, and new students.

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