



INTISARI

Tugas akhir ini bertujuan untuk membahas profil Great Digital Media dan proses pembuatan digital content untuk Fitbox Gym Studio pada tahun 2019. Metode penelitian yang digunakan adalah metode penelitian kualitatif menggunakan studi lapangan dan studi pustaka. Studi lapangan dilakukan dengan melaksanakan observasi langsung pada periode magang yang berlangsung sejak 4 Februari sampai 25 April 2019, melakukan wawancara dengan Alia Mirza selaku founder of Great Digital Media, serta wawancara dengan Denta selaku staff Fitbox Gym Studio dan studi pustaka. Dalam studi pustaka, penulis mengumpulkan data dengan membaca buku, artikel, jurnal, dan situs web yang berkaitan dengan topik penelitian. Selanjutnya, data dijelaskan secara deskriptif dengan dukungan tabel dan gambar. Hasil penelitian menunjukkan bahwa Fitbox Gym Studio telah menjadi klien dari Great Digital Media sejak 2014, semenjak itu akun media sosial Fitbox Gym Studio dikelola oleh Great Digital Media. Proses pembuatan konten digital terdiri dari beberapa tahapan penting. Pada tahap pertama yaitu pra-produksi, pada tahap ini dilakukan pembuatan perencanaan dan menyiapkan peralatan untuk mengambil foto untuk konten. Selanjutnya, tahap produksi, di sini penulis lakukan pengambilan foto dan proses mengedit foto menjadi konten. Tahap terakhir ialah pasca-produksi, penulis melakukan pengecekan ulang dan revisi serta mungunggah konten ke instagram Fitbox Gym Studio. Konten ini sangat penting sebagai media promosi Fitbox Gym Studio, sehingga dibuat dengan menarik agar dapat meningkatkan engagement Fitbox Gym Studio.

Kata kunci : Konten Digital, Media Sosial, Fitbox Gym Studio.



ABSTRACT

This final paper aims to discuss the Great Digital Media profile and the process of digital content creation for Fitbox Gym Studio in 2019. The research method used is qualitative research method using field study and library study. Field studies were conducted out by conducting direct observations in the internship period which took place from February 4 to April 25, 2019, conducting interviews with Alia Mirza as the founder of Great Digital Media, as well as interviewing with Denta as a staff of Fitbox Gym Studio, and library studies. In library studies, the writer collected data by reading books, articles, journals, and websites related to research topics. Furthermore, the data was described descriptively with table and image support. The results showed that Fitbox Gym Studio has been a client of Great Digital Media since 2014, since then Fitbox Gym Studio's social media accounts are managed by Great Digital Media. The process of creating digital content consists of several important stages. In the first stage of pre-production, this planning stage was carried out and preparing equipment to take photos for content. Next was the production stage, where the author takes photos and the process of editing photos into the content. The last stage is post-production, the author rechecked and revised, and uploaded the content to Fitbox Gym Studio Instagram. The content was very important as a promotional medium Fitbox Gym Studio, so it was made interesting in order to increase the engagement of Fitbox Gym Studio.

Keywords : Digital Content, Social Media, Fitbox Gym Studio.