ABSTRACT

Digistar Connect is a program initiated by Telkom Indonesia to increase awareness of student and college student about the world of work at Telkom Indonesia. This program involves the production of visual and audiovisual content which aims to provide an in-depth understanding of the work environment at Telkom Indonesia. The work method used in this project includes six stages: pre-production, editing, review, revision, final editing, and final result, which are carried out sequentially to ensure the quality of the content. Implementation includes creating various types of content such as posters, playbooks, rules of games, live reports, animated bumper videos, merchandise, e-certificates, and event recap videos using the Canva and CapCut platforms. The final results show that the resulting content succeeded in providing a real and interesting picture of career preparation and work processes at Telkom Indonesia, as well as increasing participant involvement and attention to the Digistar Connect program.

Keywords: Digistar Connect, Visual Content, Audiovisual Content, Canva, CapCut