

## ABSTRACT

Winndy Wulandari (2021041101)

### **Aktivitas Copywriter Media Sosial pada Dinas Komunikasi dan Informatika (Diskominfo) Kota Tangerang Selatan**

*From July 1 to September 1, the intern engaged in a Professional Internship Program at the Department of Communication and Informatics (Diskominfo) of South Tangerang City as a Copywriter and Public Relations, primarily focused on crafting Captions and content for the city government's official Instagram account. The intern's role involved producing informative texts that are engaging and accurately reflect governmental policies in a positive light. Challenges included the need to creatively express within formal language constraints and the demand to portray the government positively without exaggeration. Additionally, the intern had to adapt to communication policies that required neutral and carefully chosen language. Through this experience, the intern gained a deeper understanding of copywriting and public communication strategies in a governmental setting, effectively applying theoretical knowledge to real-world situations. Conclusions drawn from this experience highlight that the role of a Copywriter in the public sector requires targeted and creative communication skills, vital for effective information dissemination to the public and for strengthening the government's overall image.*

**Keywords:** Copywriting, Diskominfo Tangsel, Professional Internship