

ABSTRACT

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COPYWRITER WORK PROCESS IN DIGITAL SOCIAL STRATEGIST DIVISION PT. MERCUSUAR CIPTA SOLUSI

The utilization of social media is very important for the business industry today, especially for Digital Creative Agencies that have social media such as Instagram, TikTok and Website. As an agency engaged in Digital Creative, PT Mercusuar Cipta Solusi cannot be separated from the use of social media to interact, disseminate information, and provide interesting education by presenting content based on the interests of audiences dominated by Gen Z. Practitioners do Professional Work as a Copywriter at PT Mercusuar Cipta Solusi because it is related to the Broadcast Journalism minor which studies related to Online Journalism, Television News Production, and Media Management. Copywriters are practitioners who process copywriting. At PT Mercusuar Cipta Solusi, Copywriter is under the Digital Social Strategist Division which focuses on social media management, so Practicum works to create content copywriting, write captions, and write articles. Practitioners also have other duties as script writers in the production of client advertisements. Practitioners as Copywriters are responsible for producing creative content, so mastery of technology and analysis of social media algorithms is important to maximize content reach, especially digital content. In making copywriting at PT Mercusuar Cipta Solusi through three stages, namely, Pre-Production, Production and Post-Production. During the Professional Work period which was carried out from July 8 - October 8, 2024, Practicum succeeded in making copywriting on Instagram, TikTok, and PT. Mercusuar Cipta Solusi's website with different outputs including headlines, content, captions, and hashtags. So it can be concluded, Copywriters are required to have creative thinking and extensive knowledge to create creative concepts and ideas into digital content that can attract the attention of audiences regarding the identity of a company.

Keywords: Copywriter, Copywriting, Digital Creative Agency, Social Media, Professional Work