

## ABSTRACT

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### **COPYWRITING ACTIVITIES AT PT.PETROMAS KENCANA (OTTOBAN INDONESIA)**

*The professional work to be one of program in the Pembangunan Jaya University where the students have a vision related in the world working. In an implement professional work, the practitioner worked under guidance and control from social media leader in marketing communication division. The practitioner had chanceto direct involved doing branding as a copywriting who had a job to making persuasive write for advertising interest and promotion articles and caption instagram. It's also to manage social media Ottoban Indonesia instagram. In this case the practitioner learned how to make good and right persuasive write, also how to manage an Ottoban Indonesia for raise engagement.*

**Keywords:** Copywriting, Social Media, Instagram

