

ABSTRACT

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CONTENT WRITING ACTIVITIES ON THE NETVERSE STREAMING VIDEO PLATFORM PT NET MEDIATAMA TELEVISION

In carrying out professional work at PT NET Mediatama Televisi, the practitioner works in the digital division as a digital copywriter. In carrying out professional work at NET Television, the practitioner performs the task of making content writing to attract attention and invite the audience to be interested in watching the NET Television program, where the practitioner must use several methods such as benchmarking, AIDCA formulas, and psychological triggers so that the audience is interested in watching the program. NET Television. The results of the content writing made by the practitioner will be displayed on the NET Television streaming service platform, namely Netverse. In public relations activities, digital copywriting can be a way to design persuasive messages in this case information about the Netverse. NET Television created the Netverse platform, because in the current industrial era 4.0 there is a transition from conventional media to digital media. So the Netverse platform is here so that viewers can access NET Television programs anywhere and anytime through their gadgets. In carrying out professional work, practitioners make Content Writing such as making titles, synopsis, determining actors, guest stars and so on. The following are some of the content writing made by practitioners, namely the Perfection of Love, Love and Secret programs, Metropolitan Dreams, OK-JEK, The East. During professional work, the practitioner can conclude that a digital copywriter is required to be able to produce creative ideas, have extensive knowledge and must read often to create new language styles to be used in a content writing.

Keywords: digital division, digital copywriter, content writing, digital media