

ABSTRACT

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CONTENT WRITING ACTIVITIES IN POPMAMA.COM EDITORIAL DIVISION

For three months doing internship at IDN Media, especially at Popmama.com, the intern worked as a Content writing under the supervision and guidance of the Editorial Division. In this internship, intern are given the opportunity to apply learning related to Journalism Online, such as writing feature articles and SEO in media online and doing news coverage. In this case, there are three stages that the intern goes through when she wants to write an article, Pre-Writing, Writing, and Post-Writing. Starting from doing research or collecting reference article, then doing writing, and collecting articles to be edited and published by the Editor. Then, also to do the news coverage, the intern must prepare what topic will be appointed as an article. The lessons learned by the intern as a Content Writing who is required to have research skills, critical thinking, knowing the needs and desires of readers, and understanding a good writing format. In addition, realizing that the practice of online journalism in the media industry today does not only demand speed and novelty, but also requires data transparency when presenting a news. The intern also knows the importance of SEO in an article in media online.

Keywords: Content writing, Jurnalism Online, Media Online, SEO