

## **ABSTRACT**

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### ***COPYWRITING ACTIVITIES IN THE DIGITAL MARKETING DIVISION AT PT ESHAN KARYA ABADI (V&CO JEWELLERY)***

*In carrying out professional work at PT Eshan Karya Abadi, South Jakarta, especially in Brand V&Co Jewellery, practice working under the supervision and guidance of the Digital Marketing Manager. When carrying out professional work, the practitioner participates in copywriting activities, precisely as a copywriter who carries out the task of making articles for the vncojewellery.com website as a task, managing @vncojewellery social media such as creating content and captions to attract the attention of consumers and Practicing also writing press releases about brands knowledge that will be distributed to several media of the company's choice. The background of the contents of this report discusses unemployment data which has increased considerably during the Covid-19 pandemic from the Central Statistics Agency (BPS). Then it is also explained about the goals and benefits of professional work carried out by the Jaya Development University. Entering in Chapter II, it is explained about the vision and mission of the company PT Eshan Karya Abadi (Brand V&Co Jewellery) and a little about the explanation of the work of the company's organizational structure. Then in Chapter III, it is explained about the work carried out by the practitioner during his professional work at PT Eshan Karya Abadi (V&Co Jewellery).*

**Keywords:** *Copywriting, V&Co Jewellery, Professional Work*