

ABSTRACT

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CONTENT WRITER ACTIVITIES FOR KOMPRESS WEBSITES AND SOCIAL MEDIA

While doing professional work at Kompas, Faculty of Humanities and Business, Ilkom Universitas Pembangunan Jaya. Praktikan get the opportunity to work in Content Writers activities. In his field of work, the practitioner has the task of making articles as well as some visuals that are in harmony with other content. every day while doing professional work, the practitioner does three work steps in it. First, do research as a way to get in-depth initial information before writing an article about it. After the information obtained is sufficient and deep, then the practitioner takes the next step, namely making articles. This article is made in two pieces every day with different rubrics according to what is on the Kompas website. After that, the final step is to create a visual that is in line with what has been previously made to be uploaded later on the social media Instagram Ilkom, Universitas Pembangunan Jaya. Practitioners know that as a Content Writer, they must be more creative in receiving, processing, and conveying ideas and creating content so that readers can better understand the content of the information raised.

Keywords: Professional Work, Content Writer, Article Writing, Making Visual, Research, Kompas, University Communication Science Jaya Development