

ABSTRACT

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OVERVIEW OF THE WORK PROCESS AS COPYWRITER IN WRITING PSYCHOEDUCATION ARTICLES AT VISION+

Intern carry out Kerja Profesi (Internship Program) at Vision+, which is a video streaming application service owned by MNC Vision Network Indonesia as a copywriter in marketing communication division. Through this Kerja Profesi (Internship Program), intern have oppurtunities to learn and have experience before dive into the real world of work with implementing theories that have been learned in college. As a copywriter, intern be in charge on promote Vision+'s program through articles published to a few of media portal. Moreover, article that has been written by intern, also a psychoeducational articles. So, through this psychoeducational articles makes intern's job relevant to courses that have been learned such as Teori Kepribadian Klasik, Psikologi Belajar, Psikologi Perkembangan, Kode Etik, Biopsikologi, Pengantar Psikologi, Consumer Behaviour, Organizational Behaviour, dan Self and Identity. Kerja Profesi (Internship Program) carried out by the intern is expected to be in accordance with the profile of the graduates of the Department of Psychology at Pembangunan Jaya University. Kerja Profesi is expected to be in accordance with the profile of the graduates of the Psychology Study Program at Pembangunan Jaya University.

Kata kunci: Kerja Profesi, Copywriter, Psychoeducation, Vision+