

ABSTRACT

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NEWS WRITING ACTIVITIES AT PT KOMUNITAS ANAK BANGSA (PORTAL MEDIA NUSANTARA)

The internship program is carried out by practitioners at PT Komunitas Anak Bangsa, especially a subsidiary of PT Komunitas Anak Bangsa (Koanba) called Portal Media Nusantara. Practitioners carry out an internship program from June 14, 2021 to September 14, 2021. While working at the Media Nusantara Portal, the interns carry out their main duties as news writers for the online media Pinusi.com. In a day practitioners have to write three news articles. And the practitioner also doing news coverage online and offline. For the online coverage, practitioner do it with Zoom and for offline the practitioner come straight to the place. Practitioner also carry out the side job as a news aggregator and making short video content for News KipasKipas social media. In one day, practitioner should gather 25 articles content for the aggregator News KipasKipas and carry out filming also editing for the short video content. While doing the internship program, practitioner learn some new things such as being an aggregator, making a good short video content and how to write a news article using SEO. Practitioner also face some problems while doing the internship program and those are hard to find a news topic for a rubric, hard to search for pictures, videos and audios to do the editing of social media video content and sometimes there is a misunderstanding between the practitioner and the boss or the colleague. But all of those problems are solved by the practitioner.

Keywords: PT Komunitas Anak Bangsa, Portal Media Nusantara, Pinusi, News KipasKipas, News writer, Content, Social media, Online media, SEO.