

ABSTRACT

Elga Islamiyati (2019041029)

CONTENT WRITING ACTIVITIES ON CELEBRITIES.ID ONLINE MEDIA AT PT. MNC PORTAL INDONESIA

In fulfilling one of the main requirements to complete a Bachelor's Degree (S1) study, the practitioner is required to undergo a Professional Work Process. Professional work is carried out to provide a comprehensive picture to the practitioner regarding the world of work in each study program, one of which is Communication Science. Practitioners carry out professional work at PT. MNC Portal Indonesia (celebrities.id). PT. MNC Portal Indonesia is an integrated online media company from the MNC Group. PT. MNC Portal Indonesia as the most complete online portal in Indonesia that displays various kinds of news and entertainment. Practitioners are members of the SEO division as Content Writing with the main job of making articles. In carrying out professional work, the practitioner has the main responsibility in producing article content for online media based on the channels found in celebrities.id online media. Practitioners also have additional duties in covering and interviewing resource persons for programs available at MNC Group. During three months of professional work, the practitioner gains a lot of experience and new knowledge about the media industry.

Keywords: PT. MNC Portal Indonesia, celebrities.id, Online Media, SEO, Content Writing