

## **ABSTRACT**

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### **NEWS WRITING ACTIVITIES AT PT MNC PORTAL INDONESIA (CELEBRITIES.ID)**

*The internship program is carried out by practitioners at PT MNC Portal Indonesia (celebrities.id). Practitioners carry out the internship program from June 13, 2022 to 13 September 2022. While working at MNC Portal Indonesia, Interns carry out their main duties as news writers for online media celebrities.id. In a day practitioners have to write two to three news articles. In addition, the practitioner also has additional duties in addition to writing news, namely being a reporter to find information on celebrities.id. The task of these activities is of course related to the courses, namely online journalism and online public relations. In making this type of entertainment news, of course, it is required to attract and entertain the audience. During professional work, the practitioner learns several new things including being a reporter, writing good and true news and also how to write news articles using SEO assistance. Some of the obstacles practitioners face while carrying out professional work such as difficulties in making questions that will be asked by resource persons, difficult to find news titles when writing, difficulties in discussing a resource due to lack of sources, but all of these obstacles can be overcome by practitioners.*

**Keyword:** PT. MNC Portal Indonesia, Celebrities.Id, News Writer, Reporter, Entertainment Journalism, SEO