

## ABSTRAK

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### **CONTENT WRITER PADA DIVISI REDAKSI DI COSMOPOLITAN INDONESIA**

Selama melaksanakan kerja profesi di media Majalah Cosmopolitan Indonesia, Praktikan bekerja di bawah pengawasan serta bimbingan pemimpin redaksi. Dalam kegiatan kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan fungsi *content writer* di Majalah Cosmopolitan Indonesia seperti pelaksanaan liputan, wawancara, serta penulisan artikel. Aktivitas serta tanggung jawab divisi redaksi Majalah Cosmopolitan Indonesia terfokus pada pembuatan konten baik disajikan secara *online* maupun cetak. Redaksi Majalah Cosmopolitan Indonesia senantiasa melakukan penyajian informasi terkait gaya hidup khususnya bagi para wanita indonesia yang independen. Dalam divisi redaksi terdapat dua pemberitaan yakni *fashion & beauty* dan *feature*. Dalam pelaksanaan kerja di divisi redaksi Majalah Cosmopolitan Indonesia turut bekerjasama dengan divisi artistik terkait pembuatan konten secara visual yang tentunya berdasarkan arahan dari pemimpin redaksi.

**Kata kunci:** redaksi, *content writer*, liputan, penulisan artikel, media *online*, media cetak

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### **CONTENT WRITER IN COSMOPOLITAN INDONESIA EDITORIAL DIVISION**

During carrying out professional work in the media of Cosmopolitan Indonesia Practitioner worked under the supervision and guidance of the editor in chief. In as an intern, Practitioner has the opportunity to participate and be directly involved in the implementation of content writer in Cosmopolitan Indonesia such as the implementation of coverage, interview, and also writing articles. Activities and responsibilities of the editorial division of Cosmopolitan Indonesia focused on making content both presented online and printed magazine. Cosmopolitan Indonesia always presents information related to lifestyle, especially for independent Indonesian women. In the editorial division there are two news, namely fashion, beauty and feature news. Carrying out the work in the editorial division, Cosmopolitan Indonesia collaborated with artistic division related to the creation of visual content which of course was based on the direction of the editor in chief.

**Keywords:** editorial, content writer, coverage, article writing, online media, print media