

ABSTRACT

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CONTENT WRITING ACTIVITY IN THE CONTENT MARKETING DIVISION AT BIENTI MEDIA CREATIVE AGENCY

Bienti Media Creative Agency is a company engaged in the field of social media services, content marketing, and digital strategy for its clients. Bienti Creative Agency itself has several departments or divisions that contribute to generating interesting strategies. Interns undergo a professional work program in the social media department, specifically as content writing. The interns' tasks in this division include creating content plans and writing content for the company's internal social media and client's social media. Interns have the opportunity to participate in the production and writing of content for Malaysia Healthcare clients. Interns also have the responsibility of creating captions that should generate interaction from the audience or contain a Call To Action (CTA). In addition, interns are responsible for creating content calendars and event proposals that will be submitted to the head of the social media department. Besides the main tasks interns perform, they often have the opportunity to become video Talent for video production needs, both for promotion and entertainment. Throughout the professional work process at Bienti Media Creative Agency, interns have successfully implemented the Public Relations Writing course, especially regarding the basics of a basic tool kit and the role of PR writers in a company.

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