

## **ABSTRACT**

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### **CONTENT WRITER ACTIVITIES AT FIMELA/PT KAPANLAGI YOUNIVERSE**

*During the professional work at PT KLY Youniverse in the Fimela.com section, the intern worked under the supervision and guidance of the assistant manager. In professional work, the intern has the opportunity to participate and be directly involved in the implementation of the functions of a reporter who is also a content writer such as creating articles consisting of various rubrics, creating event articles, and creating a daily zodiac. In supporting the practitioner's professional work activities as a content writer, the relevant or supporting course during lectures is Online Journalism. In the process of making articles, practitioners go through various stages such as planning, namely looking for ideas for articles that will be aired, then production and implementation where practitioners use Microsoft Word in making articles with a number of words between 350-1000 words per article, the last is evaluation, namely every article that has been made will be given to the work supervisor to be seen in terms of writing, language, and the suitability of the title with the content of the article. During the 3 months of professional work, practitioners gained various experiences such as making articles per rubric, writing daily zodiacs, and writing promotional articles for Fimela. Practitioners implement many lessons learned during lectures in the world of work in accordance with the potential that practitioners have.*

*Keyword: content writer, reporter function, event article, digital content*