

ABSTRACT

HANI SUBAKTI (2020041038)

THE ACTIVITIES OF THE SEO COPYWRITER ON THE BITHOUR PRODUCTION WEBSITE

The intern carried out a professional internship for a duration of 3 (three) months at one of the advertising agencies, namely Bithour Production. The intern had the opportunity to work as an SEO copywriter in the digital marketing division. The intern worked under the supervision and guidance of a social media specialist and had the chance to participate in various activities within the digital marketing division. The tasks performed by the intern included conducting marketing-related research, writing articles (copywriting) for the company's website, optimizing content, and carrying out publications. To accomplish these tasks, the intern had to be proficient in keyword research, creating compelling headlines to pique audience curiosity, and much more. After completing the professional internship, the intern learned and gained experience in how the SEO optimization process is a crucial strategy for capturing audience attention. This extends beyond just attracting audiences; search engine optimization (SEO) has become a key factor in the success of digital marketing.

Keywords: Bithour Production, Search Engine Optimization (SEO), Website, Marketing