

ABSTRAK

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KEGIATAN COPYWRITER PADA PT. ANTUSIAS GIAT LEKSANA (AGILE)

Sepanjang praktikan menjalankan kegiatan kerja praktek di PT. Antusias Giat Leksana, praktikan mendapat banyak sekali pelajaran yang didapat dari pembimbing praktikan. Praktikan dibimbing oleh beberapa staf dari Digital Marketing. Sepanjang pelaksanaan kerja profesi, beberapa pekerjaan yang diberikan kepada praktikan antara lain menyiapkan Caption untuk konten social media Resto Kampoeng Bangka, Anggur OT, Bang Martabak, dan unit bisnis lainnya. Selain mengerjakan Caption, praktikan juga membuat artikel, press release dan text on image pada foto Bang Martabak. Dengan pekerjaan - pekerjaan yang diberikan oleh atasan kepada praktikan, praktikan mendapat banyak pengalaman seperti bagaimana menangani permintaan Client untuk konten sosial media.

Kata kunci : *Social media, Copywriter, Instagram.*

ABSTRACT

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PROFESSIONAL WORK AS A COPYWRITER AT PT. ANTUSIAS GIAT LEKSANA (AGILE)

Throughout the practice of carrying out practical work activities at PT Antusias Giat Leksana, Praktikan get a lot of lessons learned from the trainer of the practitioner. Praktikan supervised by several staff from Digital Marketing. During the implementation of professional work, several jobs are given to practitioners among others, preparing a Caption for the content social media of Resto Kampoeng Bangka, Anggur OT, Bang Martabak, and other business units. Apart from working on the Caption, the practitioner also wrote articles, press releases and text on images on Bang Martabak's photos. With jobs given by superiors to practitioners, the practitioner gets a lot of experience such as how to handle requests client for social media content.

Keywords : Social media, Copywriter, Instagram