

ABSTRACT

The development of Information and Communication Technology (ICT) has changed the paradigm in the media industry, giving rise to new media phenomena led by the internet. One important aspect of this evolution is the transformation in copywriting practices, especially in the context of digital marketing. Undertaking an internship at PT. Lalakon Digital Kreatif allows writers to analyze the process of creating copywriting on the Lagi Kreatif website and social media accounts, as well as identifying strategies to enhance its effectiveness. The internship aims to develop skills in content writing, content research, client branding, blog creation, service offerings, and becoming a talent in content shooting processes. This final report limits the analysis to the creation of 2024 copywriting content for the Lagi Kreatif website and social media, and its clients, with a focus on improving content quality and relevance. The copywriting process is carried out systematically, but there are proposed changes in the system to improve efficiency and practicality.