

ABSTRACT

The development of mass media, both print and digital, is important in disseminating information in an increasingly dynamic digital era. However, challenges such as writing styles that are too formal, visual displays that are less attractive, become obstacles in attracting audience attention. The Indonesian National Shipowners' Association (INSA) as the only shipping association recognized by the government and plays an important role in supporting the progress of the national shipping industry, also faces these challenges. The bulletin published by INSA aims to be a medium of communication to members, stakeholders and the public who are interested in maritime issues. So that efforts are needed for optimization in order to convey information effectively. Therefore, the author conducted a design work entitled “Implementation of Copywriting in the Making of INSA News Bulletin Edition 8 Year 2024”. The author uses the concept of copywriting in the book Asmara Copywriting and Digitalization to represent and provide interesting messages to the audience. The method used is observation and interview with INSA. The work of this final project presents 4 important components namely; Main News, World of Shipping, Seputar INSA, and INSA Photo as the content in the work of the INSA News newsletter in edition 8 of 2024.

Keywords: Bulletin, Copywriting, Indonesian National Shipowners' Association (INSA)