

## ABSTRAK

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### **FUNGSI *CONTENT WRITER* INSTAGRAM KALIJODO THE MOZIABSD DALAM KEGIATAN *MARKETING PUBLIC RELATIONS* PT MENARA INOVASI**

( iv + 60 halaman: 12 gambar; xiii lampiran)

Kata kunci : *Marketing Public Relations*, *Content Writer*, Instagram, The Mozia BSD

*Public Relations* merupakan jembatan komunikasi antara organisasi dan publik yang menciptakan hubungan komunikasi dua arah yang saling menguntungkan. Saat ini perkembangan pesaing bisnis sangat mudah diamati oleh khalayak. Pesaing bisnis melakukan marketing atau pemasaran produk atau jasa kepada publik. Perusahaan Kalijodo The Mozia ini melakukan pemasaran dengan menentukan *marketing public relations* dengan target masyarakat khalayak sekitar dan juga khalayak di media *online*. Pemegang sebagai *content writer* mengerjakan pemasaran melalui konten yang dibuat dan dipublikasikan melalui *digital marketing* media sosial *Instagram* perusahaan.

Pelaksanaan Magang bertujuan untuk melihat seberapa penting fungsi *content writer* dalam perusahaan Kalijodo The Mozia BSD. Peran *content writer* sangat penting dalam mengelola konten di media *Instagram* yang dibuat bagus, konten yang bagus dapat dilihat dari hasil diskusi dengan pemilik *franchise* dan *feedback* khalayak.

Referensi : 20 ( 2003 – 2022 )

## **ABSTRACT**

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### **FUNCTION OF CONTENT WRITER INSTAGRAM KALIJODO THE MOZIA BSD IN PUBLIC RELATION MARKETING ACTIVITIES PT MENARA INOVASI**

( iv + 60 pages: 12 images; xiii attachments)

Keywords: Marketing Public Relations, Content Writer, Instagram, The Mozia BSD

Public Relations is a communication bridge between organizations and the public that creates a mutually beneficial two-way communication relationship. Currently, the development of business competitors is very easy to observe by the public. Business competitors carry out marketing or marketing of products or services to the public. The Kalijodo The Mozia company does marketing by determining marketing public relations with the target audience of the surrounding community and also audiences in online media. Apprentices as content writers do marketing through content created and published through the company's Instagram social media digital marketing.

Implementation of the Internship aims to see how important the function of content writer in Kalijodo company The Mozia BSD is. The role of content writers is very important in managing content on Instagram media that brings . The content that has been created is good, good content can be seen from the results of discussions with the Franchise owner and audience feedback.

Reference : 20 ( 2003 – 2022 )