

ABSTRAK

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IMPLEMENTASI PRINSIP *COPYWRITING* PADA PT TOTALFIRE INDONESIA

(xiv + 86 lembar: 40 gambar; 5 lampiran)

Kata kunci: Strategi Komunikasi Pemasaran, *Digital Marketing*, *Copywriting*, PT Totalfire Indonesia

Perkembangan teknologi yang sangat pesat di Indonesia membuat PT Totalfire Indonesia harus dapat beradaptasi untuk dapat bersaing dengan kompetitor. Karena itu, PT Totalfire Indonesia mulai menggunakan *digital marketing* sebagai media promosi dengan memanfaatkan marketing komunikasi dan penerapan *copywriting*, agar dapat menciptakan tulisan yang sesuai dan dapat menjadi daya tarik bagi *target market*.

PT Totalfire Indonesia merupakan perusahaan proteksi kebakaran di Indonesia. Pemegang melaksanakan kegiatan magang selama 4 bulan, bertempat di PT Totalfire Indonesia sebagai *Marketing staff* divisi *Digital Marketing*. Pemegang fokus membahas mengenai prinsip *copywriting* yang dilakukan oleh PT Totalfire Indonesia.

PT Totalfire Indonesia telah memanfaatkan prinsip *copywriting* dengan menerapkan 6 dari 13 jenis *copywriting* dan juga telah menggunakan 4 dari 6 prinsip dasar *copywriting*. Pemegang telah berhasil mempelajari dan melakukan prinsip *Copywriting* yang telah dilakukan oleh PT Totalfire Indonesia dari konsep yang ada menurut Ariyadi.

Referensi: 24 (1999-2019)

ABSTRACT

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IMPLEMENTATION OF COPYWRITING PRINCIPLES IN PT TOTALFIRE INDONESIA

(xiv + 86 pages: 40 pictures; 5 attachments)

Keywords: Marketing Communication Strategy, Digital Marketing, Copywriting, PT Totalfire Indonesia

Rapid technological developments in Indonesia make PT Totalfire Indonesia must be able to adapt to be able to compete with competitors. Therefore, PT Totalfire Indonesia began using digital marketing as a promotional medium by utilizing marketing communications and copywriting applications, in order to create writing that was in line with the target market and could be an attraction for the target market

PT Totalfire Indonesia is a fire protection company in Indonesia. The intern carried out internship activities for 4 months, located at PT Totalfire Indonesia as the Marketing staff of the Digital Marketing division. The intern focused on discussing the principles of copywriting carried out by PT Totalfire Indonesia.

PT Totalfire Indonesia has utilized the copywriting principle by applying 6 of 13 types of copywriting and also used 4 of the 6 basic principles of copywriting. The intern has succeeded in learning and carrying out the copywriting principle that has been carried out by PT Totalfire Indonesia from existing concepts according to Ariyadi.

Reference: 24 (1999-2019)