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Judul Tugas Akhir : Creative Copy Writing for Instagram In Jawa Pos  
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Abstract :

Creative Copy Writing for Instagram is very important for companies. Especially to conduct promotions for product sales in companies. Copywriting as a salesmanship in written form which purpose is delivering advertising messages or marketing clients. Good copywriting has the ability to convey valuable messages to the right people at the right time. that good ad is one that is written and designed to emotionally connect with its target audience. To make copywriting is not easy because a lot to be noticed as what is copywriting, style of copywriting, and rules to produce copywriting. It was happy for the writer because he could be a real copywriting in Jawa Pos. During him internship, he had many problems to make creative copywriting for instagram but he found the solutions. He also got important experience during him internship.