

ABSTRACT

The Effectiveness of Applying Creativity in the Quality of Marketing

Vania Ashanti Kilin, Universitas Ma Chung

Advisor: Antono Wahyudi, SS., M.Fil.

This internship report discusses how creativity is needed in marketing through the language industry. This internship aims to increase the knowledge and understanding how important it is to apply creative writing into a marketing article. These are some questions that will support the report to apply the writer's skill in creative writing for marketing: 1) How should creativity be used in marketing? 2) How to find the perfect keyword for marketing article? 3) How does persuasion be used in marketing article? To answer those questions, the writer joined the Intenship program at Translation Transfer for four months. During the internship, the writer is able to practice on creative writing such as copy writing, marketing article, and content script for social media. Writer has also completed several assignments, such as translating an IT text, published several marketing articles to LinkedIn, and creating several copywriting for products that has been assigned by the PIC. At the end of this report, the writer includes conclusion and suggestion for the company. This paper reports that a) Writer has successfully apply creative writing to marketing article, b) Writer is able to handle the assignment from the company, c) Writer has improve in translating and copywriting.

Keywords: Language, Creative writing, Persuasive, Marketing