

**ABSTRACT**  
**PERAN *COPYWRITING* PADA KONTEN MEDIA PUBLIKASI**  
**INFORMASI KOMINFO JOGJA**

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Government agencies, Communication and Information Technology DIY, has one of the responsibilities to manage and disseminate information to the public. In conveying information to the public, DISKOMINFO DIY uses intermediaries in information media, one of which is Instagram social media. The use of Instagram social media is used when conveying information to the public, it can be in the form of posters or infographic videos. Managing the text or information that you want to convey through posters or videos is very important because it makes it easier to receive the information conveyed. Such text, commonly called copywriting, conveys information in a clear, concise, concise, and attractive way. Therefore the author cannot make copywriting because it greatly affects the results of the resulting video or poster. The use of DISKOMINFO DIY Instagram media sees the @jogjasmartprovinsi account functioning as a forum for displaying and disseminating information in the form of posters and videos that have been made.

**Keywords : DISKOMINFO DIY, Instagram, Informasi, Sosial Media, *Copywriting*.**