

ABSTRACT

THE ROLE OF CONTENT WRITERS IN THE PROMOTION OF "INVICTA" PRODUCTS IN SAPPHIRE GROUP

Marketing is all the activities carried out by a company to promote and sell products or services to consumers. Marketing is useful for communicating about the product information we produce to consumers, starting from its advantages, features and various detailed information about the product. In promotional activities, some content that will be used as a medium for promotion requires the preparation of a good script and creativity in order to attract the interest of customers.

Content writers are very influential because the content created is the key to how the digital marketing process can be successful in delivering messages to customer profiles. Because the content created must be relevant to predetermined strategies to boost promotional efforts for a company, one of them is the Shapphire Group. From the explanation above, the author wants to examine the role of content writers in the promotion of "Invicta" products in the Shapphire Group. The author uses a qualitative method that will describe the role of the content writer in the promotion of the product.

From the results obtained by the author on the product promotion activity "Invicta" in the Shapphire Group, it is in accordance with the theory about the duties and roles of content writers in carrying out product promotion.

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