



ABSTRAK

Laporan akhir ini bertujuan untuk mendeskripsikan profil Gamebrott Limited sebagai perusahaan digital media industri dan proses pembuatan konten game di website Gamebrott.com untuk mendapat pembaca Gamebrott. Adapun metode penelitian yang digunakan adalah dengan metode penelitian kualitatif, yaitu studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui observasi langsung pada saat magang dari bulan September sampai dengan November 2020. Kegiatan selama magang disupervisi oleh Kusumo Aji Suryo Hamijoyo selaku penulis konten di Gamebrott dan dimentori oleh Ayyadana Akbar selaku penulis konten di Gamebrott. Untuk studi pustaka dilakukan dengan melakukan penelitian perpustakaan, yaitu membaca beberapa buku cetak, buku digital, jurnal, dan situs web. Tahapan proses penulisan konten *game* di website Gamebrott, yaitu merencanakan konten yang akan ditulis melalui platform digital Trello.com, menyusun tulisan konten secara digital di website Gamebrott.com melalui akses Wp-Admin (Wordpress Admin), memilih media yang akan disisipkan di dalam konten seperti *thumbnail*, gambar, video, dan diselesaikan dengan *posting* konten di website Gamebrott.com. Penulisan konten di Gamebrott dianggap sukses diimplementasikan karena memperoleh pembaca berdasarkan data perusahaan sebanyak 2.000.000 pembaca setiap bulannya pada bulan Maret 2020.

Kata Kunci: Gamebrott, Jurnalisme Game, Konten Website, Menulis Konten



ABSTRACT

This final paper aims to describe the profile of Gamebrott Limited as a digital media company and the process of content writing in Gamebrott.com website for Gamebrott.com for engagement of Gamebrott.com readers. The research method used was qualitative research method through field study and library study. The field study was carried out through direct observation during the internship period from September until November 2020. Internship period was being supervised by Kusumo Aji Suryo Hamijoyo as a content writer of Gamebrott Limited and being mentored by Ayyadana Akbar as a content writer of Gamebrott Limited. For the library study, it was conducted by doing the library research such as reading some printed books, digital books, journals, and websites. The steps for writing game content in Gamebrott.com website are planning content to write in digital platform Trello.com, drafting the content to write in Gamebrott.com website by Wp-Admin (Wordpress Admin) access, sorting the media usage to insert into the content such as thumbnail, pictures, videos, and finalized by posting the content in Gamebrott.com website. The writing content steps by Gamebrott.com was considered successful to engage audiences as in their personal data it shows the website visit Gamebrott.com records 2.000.000 visits every month by March 2020.

Keywords: Content Writing, Gamebrott, Game Journalism, Website Content