

ABSTRACT

Media is one of the important aspects in the world as source of information and communication tool. In the beginning of 21st Century, the world was introduced to the new media, digital media. This media lead the information spread throughout world by its easy-to-access feature. Swaragama FM was the first radio station that uses this media to create its own portal web on the internet in Yogyakarta Special Region. There is a unit or division in Swaragama who controls its company website, it is digital media division. The objectives of this research are to describe about the profile of Swaragama and to explain about the importance of content writer in Swaragama.

There are two methods that I used to gain information for my graduating paper, field observation and library study. Field observation was conducted when I was in the internship program in Swaragama digital media division. I gained experience by learning and observing all employees activities in Swaragama and got the information to do research. Library study is done by looking for a book, whether it was from library or E-book, to be used as reference data research. Furthermore, I also used the internet to complete the data.

The result of this research reveals the Swaragama's history, organizational structure, and facilities. The second topic is about the official website of Swaragama, description of digital media division and content writer job description. Then the process of creating content for Swaragama website and why contents are needed on the website.

Keywords: Digital media, Swaragama, content writer