



UNIVERSITAS
GADJAH MADA

THE PROCESS OF WRITING ARTICLE FOR OFFICIAL WEBSITE OF YOOFIX DIGITAL INDONESIA
HASAN GOZALI, Erlin Estiana Yuanti, S.S., M.A
Universitas Gadjah Mada, 2021 | Diunduh dari <http://etd.repository.ugm.ac.id/>

TABLE OF CONTENTS

HALAMAN PENGESAHANI

PERNYATAAN BEBAS PLAGIASII

ACKNOWLEDGEMENTIII

INTISARI IV

ABSTRACT V

TABLE OF CONTENT VI

LIST OF FIGURESVII

LIST OF TABLESVIII

CHAPTER 1 INTRODUCTION1

 1.1 Background of Study1

 1.2 Objectives of Study3

 1.3 Scope of Study3

 1.4 Methods of Study4

 1.4.1 Methods of Collecting the Data4

 1.4.2 Methods of Analyzing Data4

 1.4.3 Methods of Presenting Data5

 1.5 Presentation5

CHAPTER 2 THE COMPANY PROFILE OF YOOFIX DIGITAL INDONESIA6

 2.1 Brief History and Company Profile of Yoofix Digital Indonesia6

 2.2 Vision and Mission of Yoofix Digital Indonesia7

 2.2.1 Vision7

 2.2.2 Mission7

 2.3 The Logo Philosophy of Yoofix Digital Indonesia7

 2.4 Organization Structure of Yoofix Digital Indonesia8

 2.5 Services Provided by Yoofix Digital Indonesia10

 2.6 Office Hour at Yoofix Digital Indonesia11

CHAPTER 3 PROCESS OF WRITING ARTICLE IN OFFICIAL WEBSITE OF YOOFIX DIGITAL



Edit with WPS Office



- 3.1 The Brief Explanation on the Official Website and Application of Yoofix Digital Indonesia13
 - 3.1.1 The Construction of Yoofix Digital Indonesia Official Website 13
 - 3.1.2 The Application of Yoofix Digital Indonesia18
 - 3.2 Copywriter Division in Yoofix Digital Indonesia21
 - 3.3 The Process Writing in Yoofix Digital Indonesia21
 - 3.3.1 Preparation the Headline of Article in Yoofix Digital Indonesia22
 - 3.3.2 The Article Writing Process in Yoofix Digital Indonesia22
 - 3.3.3 Evaluation of the Article in Yoofix Digital Indonesia28
 - 3.4 Media Monitoring in Yoofix Digital Indonesia31
- CHAPTER 4 CONCLUSION32
- 4.1 Conclusion32
 - 4.2 Suggestion32
- WORK CITED33
- LIST OF APPENDICES34
- APPENDIX 1: List of Informants35
 - APPENDIX 2: List of Interview Questions36
 - APPENDIX 3: Curriculum Vitae37
 - APPENDIX 4: Internship Logbook38