

Workshop on Copywriting

A complete guide to the world of copywriting—from writing techniques and content creation to AI integration and career development.

Keynote Speakers



Susana Widhyastuti, Ph.D.
*Content and Copywriting
Lecturer*



Oktavianus Widya P. B.
*Fine Art Education Student
and Marketing Staff at ARTJOG*



Vivit Wijayanti A.
*Copywriter | Content
Specialist | Brand Strategist*

Materials

- Copywriting: words that sell
- Strategies and formula of copywriting

Materials


- Photography and videography: production and editing

Materials

- Copywriting, digital marketing, and social media
- Copywriting and AI
- Career opportunities in content and copywriting

 **Saturday, 10 May 2025**

 **08:30 - 16:00 WIB**

 **Ki Narto Sabdo Building 2nd floor
(Lab Karawitan)**
Faculty of Language, Art, and Culture (FBSB UMY)
Colombo Street No. 1, Yogyakarta 55281

Notes:

- Content and Copywriting students only (English Literature & all MBKM classes)
- This is a compulsory course.
- No registration required. Attendance will be taken.
- A laptop is necessary for the practical session.
- Participants are advised to bring their own food and drinks.

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SJ Ball



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