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**INTERNSHIP REPORT  
AT PT VIDIO DOT COM**



**THE PROCESS OF TRANSLATING ARTICLE TEXT FOR SEO  
OPTIMIZATION PURPOSES AT PT VIDIO DOT COM**

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**DEPOK**

**2024**



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**LEGALIZATION PAGE**

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Keperluan Optimasi SEO di PT Vidio Dot Com
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## FOREWORD

All praise and gratitude to God Almighty for all His graces and gifts, so that the author can complete the Field Work Practice Report (PKL) which will be held at PT Vidio Dot Com from September 6 to December 31, 2024. This report was submitted as one of the requirements to achieve an Applied Bachelor's degree in the D-IV English for Business and Professional Communication study program at the Jakarta State Polytechnic.

The writing of this report would not have been possible without the help of various parties. Therefore, the author would like to express his deepest gratitude to:

1. Dra. Ina Sukaesih, Dipl. TESOL., M.M., M. Hum, as Head of the English Study Program for Business and Professional Communication;
2. Miss Farizka Humolungo, the supervisor who has given her time, energy, and thoughts to direct the author in the preparation of this street vendor report;
3. Mas Disha Brahmana, company supervisor from PT Vidio Dot Com;
4. Parents, family, and friends for all the support and prayers that have been given.

The author realizes that this street vendor report still needs improvement, therefore, constructive criticism and suggestions are highly expected. Hopefully this street vendor report can provide benefits for the development of science.

Jakarta, 24 December 2024

Writer





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## CHAPTER I

### INTRODUCTION

#### 1.1 Background

In the ever-evolving digital era, SEO (Search Engine Optimization) is one of the important elements to increase the visibility of content on online platforms. The role of SEO Writer is crucial in ensuring that published articles can attract readers while meeting search engine criteria. PT Vidio Dot Com, which is engaged in OTT (Over-The-Top) and digital marketing, utilizes SEO strategies to reach a wider audience, especially through sports and entertainment content.

During my Field Work Practice (PKL) at PT Vidio Dot Com, I was responsible for writing articles for blogs and platforms such as [blogs.vidio.com](https://blogs.vidio.com), [Liputan6.com](https://liputan6.com), and [Goal.com](https://goal.com). In the field of sports, my focus is on compiling articles about the schedule of upcoming football matches, while in the field of entertainment I write synopsis and articles promoting the latest content. This process involves keyword research, adjusting the writing style according to the target audience, and optimizing the meta description and title to attract readers' attention.

This street vendor lasts for four months, from September 6 to December 31, 2024. During that period, I also learned how SEO writing techniques can increase organic traffic to a website. This work process integrates various aspects, from analyzing article performance through SEO tools to creative strategies to attract audiences through quality content that is relevant to the latest trends.

This experience not only gave me new insights into the world of SEO-based writing but also strengthened my understanding of the synergy between content and digital marketing strategies. The skills I gained during this street vendor are expected to be valuable capital to develop a career in SEO writing and content marketing in the future.





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## 1.2 Scope of Work

During my PKL at PT Vidio Dot Com, I focused on writing articles related to SEO optimization for the Vidio platform. My main job is to write SEO-optimized content, both in sports and entertainment, including articles regarding football match schedules or entertainment content synopsis and promotion. I am responsible for conducting keyword research, writing articles that match search trends, and ensuring that the articles can bring higher organic traffic to the Vidio platform.

As an SEO Writer, I also monitor and analyze the performance of articles through SEO tools to ensure that the content I create is effective in increasing visibility and ranking in search engines. This process involves applying the right writing techniques, optimizing meta descriptions, and adjusting the structure of the article to fit SEO best practices, in order to attract a wider audience to the Vidio platform.

## 1.3 Time and Place of Implementation

The following is data on the time and place of street vendors:

Place	: PT Vidio Dot Com - Digital Agency
Address	: SCTV Tower 12th Floor Jl. Asia Afrika, Central Jakarta City, DKI Jakarta 10270
Date	: 6 September – 31 December 2024
Time Allocation	: 4 months



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## **1.4 Purposes and Benefits**

### **1.4.1 Purposes**

The purpose of this street vendor is to meet one of the graduation requirements in the 6th semester of the English Study Program for Business and Professional Communication (BISPRO) at the Jakarta State Polytechnic. In addition, these street vendors aim to provide practical experience in writing SEO-optimized articles on the Vidio platform. Through this street vendor, I was able to apply the SEO theory learned during the lecture in real work situations, learn relevant and interesting content writing techniques, and analyze the effectiveness of SEO strategies in increasing website traffic. This experience will enrich my expertise in the field of content writing and digital marketing, as well as improve my ability to produce articles that can reach a wider audience and increase the visibility of the Vidio platform.

### **1.4.2 Benefits**

The benefits of these street vendor activities include increasing practical knowledge and skills in SEO-optimized content writing, especially in the field of sports and entertainment. This experience provides valuable insights into relevant SEO techniques to improve the visibility of articles on search engines. In addition, I got the opportunity to work in a professional environment in the digital marketing industry, which helped develop teamwork skills and understand the dynamics and challenges in the field of content writing and SEO optimization. This street vendor activity also improved my analytical skills in evaluating the effectiveness of SEO strategies to increase traffic and search rankings, as well as providing invaluable real work experience for future careers.



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## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### 4.1 Conclusions

This street vendor report discusses the process of writing and optimizing articles for SEO purposes at PT Vidio Dot Com. During the internship, the author was involved in various activities related to content creation and optimization in two fields, namely sports and entertainment, to increase visibility and organic search rankings in search engines.

Through the analysis of the articles that have been produced, it can be concluded that on-page SEO techniques are the main component in ensuring that the article achieves optimal ranking. Implementing relevant keywords, using a clear heading structure, and optimizing meta descriptions are all important parts of this process. In addition, the author also performs off-page optimization through backlink building that supports article authority on the wider platform.

Overall, this street vendor experience provides valuable practical insights into integrating SEO techniques with quality content creation. Writers learn how to optimize articles to not only attract readers, but also improve search rankings, as well as how to efficiently manage the writing process under the guidance of experienced mentors.

#### 4.2 Suggestions

Based on my experience during street vendors at PT Vidio Dot Com, the author would like to provide some suggestions that can be useful for related parties:

1. Content Writers: SEO content writers must continuously develop their skills in applying the latest SEO techniques, both in article writing and in understanding search trends in the target market. Mastering the use of tools like Google Analytics and CMS is essential to improve the effectiveness of content.





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2. Digital Marketing Companies: Companies engaged in SEO and digital marketing need to ensure that their writing team has in-depth knowledge of SEO and how to integrate those strategies in every article created. Providing ongoing training regarding changes in algorithms and search trends is helpful in maintaining the quality of content.
3. Educational Institutions: Courses related to digital media and online marketing need to add modules on SEO and digital content writing in their curriculum. This will help students understand the challenges of the ever-evolving world of work in the field of digital marketing.
4. Advanced Research: Further research on SEO optimization techniques, both on-page and off-page, is essential to improve understanding of how to best manage and optimize content to be more effective in attracting traffic and improving search engine rankings.

By implementing these suggestions, it is hoped that the process of creating and optimizing SEO articles on Vidio can run more efficiently, with the aim of increasing traffic and providing a better user experience on the platform.

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## ATTACHMENT



### Vidio - Search Engine Optimization (SEO) Writer Sports & Entertainment

Vidio Market Acceleration Project Batch VII

Vidio di Kota Jakarta Pusat

20 SKS

[Bagikan Rincian Kegiatan](#)



#### Kegiatan ini Bersertifikat

Konversi SKS dan kualitas kegiatan dijamin oleh tim Kemendikbudristek

Kode Kegiatan

MB-140683

Periode Kegiatan

5 Sep 2024 - 30 Des 2024 (4 bulan)

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Attachment 1: "*Sinopsis Wrath of Man*"

Text Translation Results Table

BSu	Bsa
Wrath of Man – is a suspenseful action movie full of strategy, starring Jason Statham as the main character. Directed by Guy Ritchie, this film is an adaptation of the French film entitled Cash Truck (2004).	Wrath of Man is a thrilling action movie filled with strategy, starring Jason Statham as the lead character. Directed by Guy Ritchie, this film is an adaptation of the French movie titled Cash Truck (2004). (Harfiah)
The story centers on a mysterious character named H, an armored truck guard with a hidden agenda. The film combines brutal action with an emotional revenge story.	The story revolves around a mysterious character named H, a security guard for armored trucks with a hidden agenda. The movie combines raw action with a revenge plot filled with emotional weight. (Amplifikasi)
The Mysterious Story Behind the Figure of H	The Mysterious Story Behind H (Harfiah)
H (Jason Statham) has just joined as a security guard at an armored trucking company that transports large sums of money every week in Los Angeles.	H (Jason Statham) has just joined as a security guard at an armored truck company that transports vast sums of cash weekly in Los Angeles. (Harfiah)
H's colleagues feel that he is a cold and mysterious figure. Although he looks calm, he shows extraordinary ability, especially in the face of robbers who often target their armored trucks.	H's co-workers perceive him as a cold and enigmatic figure. Despite his calm demeanor, he demonstrates exceptional skills, particularly when facing off against robbers who frequently target their armored trucks. (Modulasi)

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However, the figure of H turns out to have a hidden mission. She joins the team to uncover a tragic case in the past, namely the murder that took her son's life.	However, H turns out to have a hidden mission. He joined the team to uncover a tragic incident from his past—the murder that claimed his son's life. (Amplifikasi)
H's Journey to Complete the Revenge Mission	H's Journey to Fulfill His Revenge Mission (Harfiah)
H began to develop a strategy to hunt down the perpetrators of the murder. With his brilliant weaponry and tactics, he faces a variety of challenges, including dangerous heists.	H begins devising strategies to hunt down the murderer. Armed with his brilliant tactics and expertise in weaponry, he faces numerous challenges, including dangerous heists. (Adaptasi)
H's revenge mission takes the film into a plot full of suspense, suspenseful action, and deep emotions. Along with Jason Statham, the film also stars Scott Eastwood, Niamh Algar, Josh Hartnett, and a number of other talented actors.	H's revenge mission drives the film into a plot brimming with suspense, intense action, and deep emotion. Alongside Jason Statham, the film also stars Scott Eastwood, Niamh Algar, Josh Hartnett, and a host of other talented actors. (Modulasi)
Wrath of Man received a positive response, with a score of 7.1/10 on IMDb and 68% on Rotten Tomatoes. This film not only shows brutal action, but also explores the emotional side of a father who seeks justice.	Wrath of Man received positive feedback, earning a score of 7.1/10 on IMDb and 68% on Rotten Tomatoes. The film not only showcases brutal action but also explores the emotional side of a father seeking justice. (Amplifikasi)