

# 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.

# Creativity In The English Program

**L Reisser**



## **Creativity In The English Program:**

## Unveiling the Magic of Words: A Review of "**Creativity In The English Program**"

In a world defined by information and interconnectivity, the enchanting power of words has acquired unparalleled significance. Their capability to kindle emotions, provoke contemplation, and ignite transformative change is actually awe-inspiring. Enter the realm of "**Creativity In The English Program**," a mesmerizing literary masterpiece penned with a distinguished author, guiding readers on a profound journey to unravel the secrets and potential hidden within every word. In this critique, we shall delve to the book is central themes, examine its distinctive writing style, and assess its profound effect on the souls of its readers.

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