

WORKSHOP ON ON-LINE NEWS WRITING ON SCHOOL WEBSITE FOR PUBLIC RELATION OFFICER OF PRIVATE SENIOR AND VOCATIONAL HIGH SCHOOLS IN BANTUL AND GUNUNGKIDUL REGENCIES

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ABSTRACT

Most private senior and vocational high schools in the Special Region of Yogyakarta already have a website. However, many of the webpages are stagnant and do not contain new information. It found on the webpages of private senior and vocational high schools in Bantul and Gunungkidul Regencies. Therefore, this PPM is proposed.

The PPM aims to provide workshops on on-line news writing on school website for public relation officer of private senior and vocational high schools in Bantul and Gunungkidul Regencies. It is expected that from this training, participants: (1) have sensitivity in finding news sources, (2) can create online news for school pages from event sources, and (3) can create online news for school pages from data sources. PPM participants totaled 30 participants from junior highschools, senior high schools, private senior and vocational high schools. PPM methods are lectures, discussions, writing assignments, presentation assignments, mentoring, and evaluation. The dedication was carried out at SMK Pembangunan Karangmojo and MTs Hasyim Asy'ari in Bantul.

PPM output in the form of; (1) online news on the website created by participants, (2) Articles from PPM activities that are published in Inotek or other journals published by LPPM UNY and (2) PPM reports which are equipped with online news documents for school pages made by participants.

Kata Kunci: Workshop, online news writing, school, high school and vocational school pages