



# JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

**Customer Service Training and Quality Support  
2 Days Training**



## **Bloggging Fundamentals**

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# OVERVIEW



With everyone talking about TikTok and Instagram, you might wonder if blogging is still relevant. The answer is yes! Blogging has been around since 1993 and offers unique advantages that social media cannot replace.

While social media is great for quick updates and conversations, blogging provides a platform to share in-depth knowledge, showcase your expertise, and connect with people interested in your ideas. It is like having your own online magazine where you control the content.

That's why we've been blogging since 2009, and we have no plans to slow down any time soon.

This article will explain why blogging remains valuable, even in a world dominated by social media. We will explore its benefits, including establishing authority, attracting readers through search engines, and creating a loyal audience. Blogs began as a way for individuals to write about their passions, day-to-day life, and things they found interesting. They were like online journals or diaries. However, blogging soon became an important part of the marketing strategy for businesses due to its benefits.

Currently, there are 1.9 billion websites in the world, and over 700 million are blogs. That means that the blogging industry makes up a third of the web.

For more information, see our guide on what a blog is and how it is different from a website.

Out of these, WordPress powers more than 43% of all websites, which makes it the best website builder and the best platform for bloggers.

It is used by both individuals and businesses to promote their ideas, brands, stories, products, and more.



# COURSE OBJECTIVES

**The objectives focus on equipping learners with the foundational knowledge and practical skills to start their own blog. Here's a course objectives:**

- **Understand the Basics of Blogging:** Explore what blogging is, its purpose, and its relevance in today's digital landscape.
- **Identify Your Niche and Audience:** Learn to choose a niche and define a target audience to create focused and engaging content.
- **Develop Writing and Storytelling Skills:** Build the ability to write compelling, clear, and authentic blog posts that resonate with readers.
- **Set Up and Design a Blog:** Gain practical knowledge on selecting a blogging platform, setting up a blog, and customizing its design.
- **Master SEO Basics:** Learn the fundamentals of Search Engine Optimization to increase blog visibility and attract organic traffic.
- **Leverage Social Media and Marketing:** Understand how to promote your blog effectively using social media and other digital marketing strategies.
- **Analyze and Improve:** Track blog performance through analytics and learn how to continually refine your content and strategy.

# TRAINING METHODOLOGY

## 1. Define the Learning Goals

Identify what participants should know by the end (e.g., how to write engaging posts, optimize for SEO, or monetize their blogs).

## 2. Structure the Curriculum

- **Intro to Blogging:** Importance, platforms, and niches.
- **Content Creation:** Crafting compelling headlines, storytelling techniques, and maintaining a consistent voice.
- **SEO Basics:** Using keywords, meta descriptions, and tags to attract readers.
- **Promotion & Engagement:** Utilizing social media, email lists, and interacting with readers.
- **Analytics:** Interpreting data to improve performance (Google Analytics, etc.).

## 3. Use Practical Exercises

Set tasks like writing a blog post, analyzing competitor blogs, or optimizing a sample article for SEO.

## 4. Incorporate Real-world Examples

Showcase successful blogs and break down why they work.

## 5. Provide Tools & Resources

Introduce tools like WordPress, Canva, Grammarly, and SEO plugins.

## 6. Assess Progress

Use quizzes, peer reviews, or feedback sessions to track participants' learning.







## ORGANISATIONAL BENEFITS

- **Brand Awareness:** Regular blogging helps establish the organization as an industry leader and builds trust with stakeholders.
- **Employee Engagement:** Internal blogs can encourage employees to share knowledge, achievements, and innovations, boosting morale.
- **Talent Attraction:** Insightful blogs reflect company culture and values, appealing to potential hires.
- **Improved Communication:** Blogs can serve as a platform for transparent communication between management and employees or with the wider audience.

# PERSONAL BENEFITS

- **Skill Enhancement:** Employees stay up-to-date with the latest industry practices, improving overall productivity and innovation.
- **Employee Retention:** Investment in development shows employees they are valued, fostering loyalty.
- **Adaptability:** Continuous learning helps teams stay agile in the face of technological or market changes.
- **Knowledge Sharing:** Training programs often promote collaborative learning, strengthening team dynamics.

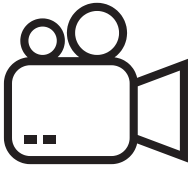




## WHO SHOULD ATTEND?

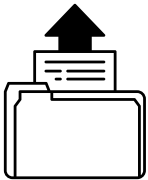
- **Aspiring Bloggers:** Those wanting to start a blog but lacking the knowledge or confidence to begin.
- **Existing Bloggers:** Individuals looking to refine their skills, grow their audience, or monetize their blogs.
- **Small Business Owners:** Entrepreneurs who want to use blogging as a tool to promote their business or brand.
- **Content Creators/Marketers:** Professionals looking to enhance their storytelling, SEO, and digital marketing skills.
- **Freelance Writers:** Writers aiming to establish their own online platform to showcase their work.
- **Educators or Coaches:** Those who want to share expertise and insights in their niche through blogging.

# PROGRAMME HIGHLIGHTS



**+60**

**2+ Role Plays 5+ Real-World Case Studies 10+ Assignments/  
Applications Pre-Recorded Video from JICSI with for self-  
paced learning.**



**10+  
Assignments/  
Applications**



**5+  
Real-World  
Case Studies**



**2+  
Role Plays**





# MODULES

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Module 1 : Introduction to Blogging

Module 2 : Setting Up Your Blog

Module 3 : Content Creation

Module 4 : Search Engine Optimization (SEO)

Module 5 : Promoting Your Blog

Module 6 : Monetizing Your Blog

Module 7 : Analytics and Growth



# LEARNING JOURNEY



# CERTIFICATE

Upon successful completion of the programme, participants will be awarded a digital Certificate of Completion by Jakarta International Customer Service Institute (JICSI) and Customer Service Experience Association Indonesia (CSEAI)



# ABOUT JAKARTA INTERNATIONAL CUSTOMER SERVICE INSTITUTE

Jakarta International Contact Center Institute adalah suatu lembaga pelatihan dan pengadaan sumber daya manusia yang berfokus pada customer service professional dan lembaga survey kepuasan pelanggan.

Kami berorientasi pada pelanggan dimana kepuasan pelanggan adalah tujuan keberadaan kami. Kami hadir untuk pelanggan. Adapaun JICSI berdiri secara legal pada Januari tahun 2021.

## **Professional Training**

JICSI telah melatih lebih dari 2300 peserta dan telah bekerja di berbagai perusahaan dengan keahlian mereka yang sesuai dengan kebutuhan perusahaan

## **Recruitment Agency**

Sebelum JICSI mengirimkan tenaga yang terampil sesuai dengan yang dibutuhkan oleh perusahaan, JICSI benar- benar telah melakukan pelatihan, pembinaan dan telah lolos seleksi test yang dilakukan oleh Rumah Karir JICSI

## **Survey Customer Satisfaction**

JICSI memiliki Survei kepuasan pelanggan sebagai alat berharga yang dapat membantu bisnis untuk menemukan tingkat kepuasan pelanggan dan menciptakan loyalitas pelanggan.

## **Core Value**



### **Respect.**

Kami selalu menghargai perbedaan setiap orang dan mengajak pelanggan kami untuk selalu berpartisipasi untuk memberikan masukan demi meningkatnya kualitas layanan yang akan kami berikan kepada pelanggan kami.



### **Honesty.**

Kami selalu menjunjung akan kebenaran dalam semua situasi dan selalu mengedepankan profesionalisme yang kami miliki.



### **Trust.**

Kami percaya kepada orang lain dan menjaga kepercayaan yang diberikan kepada kami.



### **Integrity.**

Kami melakukan apa yang kami katakan.



### **Our Service.**

Customer Service Training  
Manpower & Recruitment Customer Service Agency  
Customer Satisfaction Survey



# TESTIMONI



## **PT Indosat Ooredoo**

Training Data Visualization

[Lihat Video >>](#)



## **PT Indosat Ooredoo**

Training Certified Contact Center Manager (CCCM)

[Lihat Video >>](#)



## **PT Freeport Indonesia**

Training Customer Service Professional HR Call Center

[Lihat Video >>](#)



## **OY! Indonesia**

Training Contact Center Agent Professional

[Lihat Video >>](#)

# MESSAGE FROM FOUNDER

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**Rudy HP Manullang ,Ph.D**  
Founder JICSI



Menjaga hubungan yang baik dengan pelanggan adalah bagian penting untuk sukses dalam dunia bisnis. Ikatan pelanggan yang kuat dibangun dan dipelihara melalui komunikasi yang baik. Ini karena membantu pelanggan dan perusahaan membangun kepercayaan satu sama lain.

Ketika seorang customer service berbicara dengan pelanggan secara langsung, jujur, dan terbuka, customer service tersebut telah menunjukkan bahwa Anda menghargai waktu pelanggan dan mengetahui apa yang dibutuhkan oleh pelanggan. Hal ini dapat membantu membangun hubungan yang baik, yang dapat menghasilkan lebih banyak pelanggan setia dan lebih banyak bisnis yang berulang.

Dengan aktive listening dapat menjaga hubungan baik dengan pelanggan dan membantu bisnis Anda mempertahankan pelanggan setia, menghasilkan lebih banyak uang, dan mendapatkan nama baik di pasar. Mendengarkan secara aktif adalah bagian penting dalam membangun hubungan baik dengan pelanggan.

Menurut Center for Creative Leadership, pemimpin yang andal dalam skill active listening cenderung mudah mendapat kepercayaan dan hormat dari bawahannya. Oleh sebab itu, keterampilan mendengar aktif patut Anda kembangkan demi menunjang rutinitas di lingkungan kerja dalam memberikan layanan yang baik kepada pelanggan

Pelanggan cenderung nyaman berbicara dengan orang yang memang mendengarkan cerita mereka, ini termasuk kebutuhan dan masalah yang tengah dialami. Pendengar yang aktif terbiasa mendengarkan hingga tuntas dan memahami konteks pembicaraan. Barulah mengambil kesimpulan berdasarkan apa yang telah dipahami. Melalui kebiasaan ini, pelanggan jadi betah dan nyaman berbicara mengenai keluhan kesah.

## OUR CLIENT





# Jakarta International Customer Service Institute

## Persyaratan

- Semua tingkat akademik diperbolehkan
- Pengalaman kerja
- Koneksi internet yang stabil (untuk peserta online)

Silahkan kirim berkas dokumen ke  
email: **marketing@jicsi.co.id**

## LOKASI

### Kantor 1

Jl Nusa Dua Blok A6 No.3 Perumahan  
Citragran Cibubur

### Kantor 2

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