

ABSTRACT

Stefanus Alezio Vandawa Ginting (2021041017)

CORPORATE COMMUNICATIONSS ACTIVITIES AT PT. FEDERAL INTERNATIONAL FINANCE (FIFGROUP)

PT Federal International Finance (FIFGROUP), a company engaged in various fields of financing services such as motorcycle financing services, electronics, multipurpose, financing to help the development of MSMEs, sharia financing services, provides a very interesting experience and learning about the world of financing. Being part of the corporate communicationss team, practitioners participate in many tasks related to corporate communications officers, design, implementation, and see from the results and records, and know from various types of financing in the company and the creation and implementation of campaigns. There is an alignment in Corporate communicationss with the course at Pembangunan Jaya University, namely Public relations Writing which teaches about writing press releases. Responsibilities in the corporate communicationss team, practitioners have moments to be able to participate directly in activities that can be used as learning material about all elements of work in a team. The main jobdesk of practitioners is to make press releases, design Instagram feeds and create projects. In addition, practitioners also participated in additional work such as blasting emails to media partners, editing videos, creating calendar support. With such a series of activities, practitioners gain knowledge about the importance of communications to internal and external parties, because communications is the main key to maintaining good relations with media partners and in providing information.

Keywords: Corporate communicationss Officer, Eksternal Communicationss, Internal Communicationss