

ABSTRACT

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EXTERNAL RELATIONS ACTIVITIES AT PT. PERUSAHAAN GAS NEGARA TBK

The Professional Work Activity at PT Perusahaan Gas Negara Tbk provides in-depth insight into the role of Sales and Customer Management in the context of External Relations, which is an important aspect in maintaining the relationship strategy between the company and external stakeholders. This profession requires mastery of a combination of hard skills, such as in-depth understanding of the product, market needs analysis, and negotiation skills, and soft skills that include persuasive communication, sustainable relationship building skills, and effective time management skills. During the Professional Work (KP) program, interns are involved in various main tasks, including managing customer relationships to ensure long-term satisfaction and loyalty, developing market development strategies, and implementing external communication programs and communication strategies to support the company's image. Interns also participate in the preparation of communication materials designed to strengthen the company's message to customers, business partners, and the community, as well as support increasing public trust in the services provided. This experience provides a real picture of the challenges faced in building effective external relationships in the energy industry. Interns get the opportunity to apply the theories of business communication and customer relationship management obtained during lectures into a practical context. This is important to understand the dynamics of external relations and strategies in creating added value for the company and its stakeholders.

Keywords: *External Relations, Communication Strategies, Sales and Customer Management*