

ABSTRACT

Sierrafina Reztu Prameswary Ibrahim (2021041111)

NEWS AND CONTENT PRODUCTION ACTIVITIES IN THE AMBON POLICE PUBLIC RELATIONS DIVISION

The Public Relations Division of the Ambon Island and Lease Island Police has an important role in conveying information and also as a communication bridge between the police and the community through various media channels. The aim of this internship activity is to apply the public relations concepts that have been learned while at professional workplace institutions. While undertaking professional work in the Public Relations Division of the Ambon Police, interns work under the supervision and guidance of the Head of the Public Relations Section. In carrying out professional work, practitioners are directly involved in various activities such as news production, compiling news narratives, creating social media content, reporting, documentation, and holding press conferences. The main task of the practitioner is to produce news and design content concepts for social media, which includes the planning, implementation and content evaluation stages. By focusing on practical experience in news and content production activities, through this professional work report which is carried out for three months, practitioners not only apply the theory they have learned, but also gain practical experience, valuable new insights, and a deeper understanding of the dynamics work in the field of public relations, especially in the context of police institutions.

Keywords: *Public Relations, News Production, Social Media, Content*