

## **ABSTRACT**

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### **INTERNAL AND EXTERNAL MEDIA PUBLICATION ACTIVITIES IN THE PUBLIC RELATIONS BUREAU OF THE MINISTRY OF RELIGION OF THE REPUBLIC OF INDONESIA**

*In the Professional Work activities at the Ministry of Religious Affairs of the Republic of Indonesia, Practitioners are assigned to the Public Relations Bureau of the Secretariat General in publication activities. Practitioners are given the opportunity to apply the knowledge gained during lectures, especially those related to the courses Introduction to Public Relations, Online Journalism, and Online Public Relations. This Professional Work was carried out for 3 months, starting from July 1, 2024 to September 30, 2024. During the Professional Work, the Practitioner was directly involved in several jobs, namely being responsible for the process of making materials for publication purposes on the official website of the Ministry of Religion, shaping positive publicity through research and content planning, creative thinking processes, implementation, and evaluation, writing and editing, and doing media clipping. The formation of publicity on the official website of the Ministry of Religious Affairs has its own characteristics, namely the need to pay attention to the title, date, lead, news content, language style, and timeliness, both in writing and uploading. Based on the Professional Work experience, Practitioners realize that good communication skills, creative thinking skills, and writing and editing skills are needed in publication activities at the Public Relations Bureau.*

**Keywords Public:** Relations, Ministry of Religion, Publication