

## **ABSTRACT**

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### ***PUBLICITY INTERN IN THE MARKETING CREATIVE DIVISION AT MNC MEDIA***

*The Intern focuses on a specific work field within the Marketing Creative division at MNC Media. Within this division, the Publicity team plays a significant role, and the practitioner's main responsibilities include Media Relations and Community Relations. The Intern contributes to Media Relations activities for several programs, such as Amazing Dance Indonesia and Kontes Dangdut Indonesia, which require skills in conducting research, creating lists, approaching, maintaining, and preparing insight reports. Additionally, the practitioner is involved in Community Relations activities for programs like Amazing Kids Favorite Awards and HUT GTV: Amazing 22 Javanica, these activities encompass skills in community relationship management strategies, event coordination, and evaluation reporting. The Intern also undertakes supplementary tasks, such as assisting with on-site ticketing for the 35th RCTI Anniversary program and documenting ad-libs for the LMAC Super Hits Fest 2024. Throughout the professional internship, the practitioner, as a Public Relations minor student, identified relevance to the Introduction to Public Relations course, particularly regarding publicity tasks performed by Public Relations professionals. Furthermore, connections were made with the Event Management course, specifically in the PR and Partnership divisions responsible for securing media partners. This experience allowed the practitioner to apply theoretical knowledge acquired during academic studies, particularly in public relations, while enhancing practical skills.*

**Keywords : Publicity, Marketing Creative, MNC Media.**