

## **ABSTRACT**

**Brigita Yolanda (2021041097)**

### **THE PUBLIC RELATIONS WORK PROCESS AT THE HEAD OFFICE OF THE METEOROLOGY, CLIMATOLOGY AND GEOPHYSICS AGENCY**

*BMKG public relations has an important role in conveying information related to meteorology, climatology and geophysics to the public. The main tasks of BMKG's public relations include producing and disseminating news, managing social media, and maintaining the organization's image. For this reason, BMKG Public Relations human resources are required to have communication, writing, editing, documentation, creative thinking, analytical, and teamwork skills. Through the Merdeka Belajar Kampus Merdeka (MBKM) program, Communication Science students specializing in Public Relations (PR) have the opportunity to gain hands-on work experience in BMKG Public Relations to better understand the public relations work process in government institutions. For six months, from July 1 to December 31, 2024, practitioners will be placed in two divisions, namely Publication and Documentation (PDO) and Press and Media Relations (HPM). Tasks in the PDO team include recording social media news, voice-over, photo documentation, and creating headlines for the website and Instagram. Meanwhile, in the HPM team, practitioners are tasked with making news of visits, activity reports, media monitoring, video editing and graphic design, creating captions, trend research, becoming MCs, and accompanying school visits and media interviews. This MBKM activity integrates theories from previous semester courses such as Public Relations Writing, Public Relations Media Production, and Media Management. Tasks such as social media content creation, media monitoring, graphic design, and interview assistance are also relevant to the theory and practice of Online Journalism, Mass Media Relationship Management, Law and Ethics of Public Relations Profession, Crisis Management, Communication Seminar, and Professional Work. Thus, the MBKM program at BMKG Public Relations provides comprehensive work experience that is relevant and supports the conversion of seventh semester courses.*

**Keywords: Public relations, BMKG, Internship, Publication and Documentation, Press and Media Relations**