

## **ABSTRACT**

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### **IMPLEMENTATION OF PUBLIC RELATIONS ACTIVITIES (PR) AT THE METEOROLOGY, CLIMATOLOGY AND GEOPHYSICS AGENCY (BMKG)**

*Intern carried out a six-month internship at the Public Relations Division of the Meteorology, Climatology and Geophysics Agency (BMKG), a government agency that provides information on Meteorology, Climatology and Geophysics (MKG). The choice of BMKG as an internship site was based on the practitioner's interest in environmental issues, especially disaster mitigation and climate change, as well as the desire to understand the strategic role of public relations in managing public communication. During the internship, practition were involved in various tasks such as social media management and media visit assistance related to the Mass Media Relations Management course, preparation of press releases and news related to the Law and Ethics of Public Relations Professions course, strategic planning of communication products and creative content related to the Communication Seminar course. Then, monitoring, research, and making agenda setting related to Crisis Management courses, as well as learning to understand product knowledge, culture, work adaptation and application of theoretical concepts from study results in various work tasks. practition practiced effective communication strategies by integrating scientific data in public messages, in accordance with the role of BMKG Public Relations as a liaison between the institution and the community. This experience provides an understanding of the importance of delivering accurate, relevant and data-based information in improving public preparedness. In addition to increasing*

**Keywords:** *Public Relations (PR), Public Communication, Government Institutions, BMKG.*