

## **ABSTRACT**

**Sisilia Amanda Syakia (2021041046)**

### ***PUBLIC RELATIONS ACTIVITIES IN PERSATUAN WARTAWAN INDONESIA PUSAT (SATGAS ANTI HOAX)***

*This report documents the intern's experience during the internship program at the Indonesian Journalists Association (PWI) Headquarters as part of the Anti-Hoax Task Force. The report aims to connect communication theories studied in academic courses with real-world practices in the field of Public Relations (PR). Throughout the internship, the intern contributed to various tasks, including drafting press releases, managing social media platforms, conducting research on information literacy, and documenting meetings. The intern encountered several challenges, such as limited resources and cross-team communication barriers, which were successfully addressed through strategies focusing on efficiency, collaboration, and innovation. This experience provided practical insights into the significance of strategic communication in building organizational reputation and enhancing public awareness of information literacy issues. Furthermore, the intern gained a deeper understanding of social media's role as an effective communication tool in combating the spread of hoaxes. This report is intended to serve as a reference for other students in developing organizational communication skills applicable to professional challenges.*

**Keywords:** *Public Relations, Information Literacy, PWI*