

ABSTRACT

Noviyanti Junnelie (2021041011)

Marketing Public Relations Activities in the Event Division of PT. Tangselife Media Utama

This report explores the experiences and lessons learned during an internship program as a Marketing Public Relations (MPR) practitioner in the Event Division of PT. Tangselife Media Utama. The internship provided valuable insights into the processes of planning, executing, and evaluating events as part of the company's marketing strategy. The intern was directly involved in various activities, including designing event concepts, managing media relations, and ensuring successful event implementation. The focus was on learning strategic communication, media relationship management, as well as understanding the legal and ethical aspects of the profession. Challenges such as communication crises, sudden changes, and technical obstacles were overcome through effective team coordination and the application of innovative solutions. This experience significantly contributed to the development of interpersonal and managerial skills while fostering adaptability to the dynamics of corporate communication in the digital era. By combining theoretical knowledge from academic studies with hands-on field practice, the intern gained a comprehensive understanding of the role of MPR in achieving the company's strategic objectives.

Keywords: *Marketing Public Relations, event planning, strategic communication, media management, digital era.*