

ABSTRACT

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PUBLIC RELATIONS ACTIVITIES IN THE EVENT DIVISION OF PT. TANGSELIFE MEDIA UTAMA

The intern is participating in the Merdeka Belajar Kampus Merdeka (MBKM) internship program at PT. Tangselife Media Utama, located in Jombang, South Tangerang, which is directly supervised and guided by the company's event division mentor. The intern is carrying out the Merdeka Belajar Kampus Merdeka (MBKM) internship program for a period of six months at PT. Tangselife Media Utama as Public Relations in the Company's event division. The intern had the opportunity to conduct community and venue research to collaborate with the company's events, which were organized as a data bank. The intern also had the opportunity to participate in meetings for the benefit of a Company event. The intern participated in a press conference with the Company's editorial division and simultaneously created a press release related to the event. The intern creates a content plan deck for an event. The intern is part of the production team to prepare the needs for an event. The intern also became a content talent for several event activities on the event's Instagram social media.

Keywords: MBKM, EVENT, PUBLIC RELATIONS