

ABSTRACT

Andhika Putri Awalia Yamin (2021041059)

MARKETING COMMUNICATION ACTIVITIES IN THE MARKETING DIVISION AT PT. TITIPAN MAHAKAM EXPRESS

The implementation of strategic communication media supports the work of Marketing Communication and Public Relations (PR) practitioners in the logistics industry in Indonesia, such as PT. Titipan Mahakam Express. One of their roles is to design and deliver appropriate messages across various platforms to strengthen the company's image and support business objectives. Social media serves as a relevant and engaging content distribution tool, promoting logistics services, customer education, and CSR activities. Content creation that adheres to online journalism principles, such as accuracy and message clarity, helps build public trust. Monitoring content performance through digital analytics also provides strategic insights to improve communication effectiveness. From a PR perspective, maintaining relationships with the mass media is crucial. PR practitioners are responsible for preparing press releases, managing media coverage, and responding to media inquiries to ensure the company's messages are conveyed positively and consistently. During a crisis, crisis communication management skills help protect the company's reputation by providing transparent and accurate information to stakeholders. Internally, implementing technology-based communication systems enhances inter-division coordination and the efficiency of information dissemination. PR practitioners ensure that both internal and external communications are conducted according to professional ethics, maintaining integrity and transparency in every interaction.

Keywords: Marketing Communication, Logistics Industry, Public Relation. Digital Communication