

ABSTRACT

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PUBLIC RELATIONS ACTIVITIES AT PT. FATAHILLAH ANUGERAH NIBRAS

The internship program at PT. Fatahillah Anugerah Nibras provides practical experience in the field of Public Relations (PR) and marketing communications. During the internship, I was involved in various activities, such as preparing press releases, managing social media, and implementing communication strategies to support the launch of new products, such as the Rayya Series 2025. In addition, I also helped manage relationships with distributors and created digital promotional content aimed at increasing customer loyalty. This experience provided an understanding of the importance of mass media relations management, which involves planning communication strategies, distributing information effectively, and monitoring news coverage to evaluate the impact of company communications. I also learned about crisis management in maintaining a company's image when facing negative issues. In addition, involvement in creative activities such as editing video content and hosting live streaming expanded my technical skills beyond the main scope of PR. Obstacles faced during the internship included difficulties in coordinating with external parties, time constraints, and challenges in creating new content ideas. However, these were successfully overcome through careful planning and effective team collaboration. This internship program provides in-depth insight into the importance of integrated communication strategies and adaptability in the professional workplace.

Keywords: *Public Relations, Marketing Communication, Crisis Management, Media Relations, PT Fatahillah Anugerah Nibras.*