

ABSTRACT

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PR ACTIVITIES IN BUILDING AGRAKOMPR COMPANY REPUTATION IN THE DIGITAL ERA

PT. Agrakompr is an independent Indonesian local agency founded in 1997. Agrakom has a good understanding of the local market and an extensive network. The purpose of professional work experience at PT. AgrakomPR aims to provide valuable insight in the field of Public Relations to practitioners. Practitioners have the opportunity to directly observe media relations activities carried out by leading PR consulting companies. The method used is to involve practitioners directly in various PR activities. This includes media monitoring, event implementation, creating roadshow lists, contacting Key Opinion Leaders (KOL), creating presentations, and compiling post-event reports. The professional work experience gained includes an in-depth understanding of the role of PR in building a positive company image, building relationships with the media, and managing crises. Courses that support practitioners to work in real life, such as Event Management, Online Public Relations, Mass media production, these three courses are the basis for practitioners in carrying out professional work activities.

Keywords: *Public Relations, Company Reputation, Digital Era, Communication Strategy, Social Media.*