

ABSTRACT

Budi Aprisal (2018041051)

ACTIVITIES OF THE COMMUNICATION PLAN PR STAFF OF THE PEMBANGUNAN JAYA UNIVERSITY

While working on an internship program at Pembangunan Jaya University, the practitioner is in the Marketing, Public Relations and Admissions Unit. As Public Relations Staff, the practitioner is directly under the supervision of the Head of the PHA Unit. On this professional job opportunity, the practitioner has the opportunity to be involved in a research for the preparation of a communication plan for Universitas Pembangunan Jaya, publishing news articles and planning social media content. In the initial work, the practitioner did research to gather information and data with a business model canvas format. The results of the research are used as a reference or reference for the PHA Unit in planning the communication program for the next one year. The research that has been obtained is used by practitioners in making time plans for media partners owned by UPJ in publishing UPJ news for the next year. Practitioners are also assigned to cover UPJ's internal activities and achievements, the results of the coverage are directly written in news articles which will later be published to UPJ's internal media, namely the website and UPJ's external media partners. In addition, the practitioner also makes a content plan for the 3 social media owned by UPJ, namely Facebook, Twitter and Instagram UPJ International. During approximately 3 months of carrying out professional work at the PHA Unit of Pembangunan Jaya University, the practitioner can understand several things, such as in this unit the communication plan plays a very important role as the basis for the communication strategy to be implemented. Cooperation with media partners is a good strategy to build the image of the organization.

Keywords: UPJ, Communication Plan, Research, Media partner