

## **ABSTRACT**

**Nisha Riskananda (2018041089)**

### **THE PUBLIC RELATIONS MARKETING ACTIVITIES AT THE FIT PROFESSIONAL CERTIFICATION INSTITUTION**

*Practicing as a Communication Department Student with a Minor in Public Relations, Faculty of Humanities and Business, Pembangunan Jaya University trains and develops skills by carrying out Profession courses. By going directly into the world of work, it is hoped that students can learn directly and understand how to adapt in dealing with the realities of the world of work, as well as take advantage of the theories that have been learned to be applied directly by the practitioner. According to Harrison (2008: 416) marketing is the process of planning and implementing the conception, pricing, promotion and distribution of ideas, goods, services, organizations, and activities to create exchanges that satisfy individual and organizational goals. In the implementation of professional work, the lessons learned from practice, especially working in the Marketing Public Relations division, are how to learn more about the practice of public relations programs that are carried out to meet the interests of the company and the public. The practitioner understands that the role of Marketing Public Relations in principle is a planned activity and a continuous effort to be able to strengthen and develop good faith and mutual understanding between an organization and the community.*

**Keywords:**

*Professional Work, Practitioners, Marketing Public Relations.*