

## **ABSTRACT**

**Nur Fajarilah (2018041015)**

**CREATIVE EVENT ACTIVITIES IN THE BRAND ACTIVATION DIVISION PT. MNC PORTAL INDONESIA (SINDONEWS.COM)**

*In carrying out the implementation of Professional Work at PT. MNC Portal Indonesia, one of which is Sindonews.com, the Intern work in the brand activation division which is parallel to marketing communication in the creative event section. In carrying out professional work at Sindonews, the Intern carry out one of the functions of public relations, namely, making special events or special events. Starting from planning, implementation, and evaluation. In running a special event is done online or offline. Online broadcasts held through live streaming owned by MNC Portal Indonesia, namely, MNC Koran Sindo, Sindonews, Okezone.com, and iNews.id. The event management planning stage carried out by creative events starts from meeting with clients, submitting proposals, and preparing materials. At the implementation stage, things that need to be considered are determining the venue, running a rundown, and doing documentation. In the rundown series, the Intern participated in helping to welcome VIP invited guests. And finally the evaluation of the event. During professional work, the Intern is involved with a number of six special events from MNC Portal Indonesia, namely, training and coaching for the Indonesian National Defense Agency, FGD and BNPB Webinar, 16th Anniversary of Koran Sindo, Indonesia Visionary Leader season VIII, Indonesian Independence Day (Tough Indonesia Festival 2021), and the Independent Young Entrepreneur Press Conference (livin by Mandiri). This can build a good relationship between the company and other organizations. At the same time, the Intern also applies the values that the Intern gets in the Event Management course.*

**Keywords :** Event Management, Creative Event, Planning, Special Event, MNC Portal Indonesia