

ABSTRACT

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MEDIA MONITORING ACTIVITIES IN THE PRIVATE DIVISION OF THE AGENCY FOR THE ASSESSMENT AND APPLICATION OF TECHNOLOGY (BPPT)

While carrying out professional work at the Agency for the Assessment and Application of Technology (BPPT), practitioners work under the coordinator and guidance of the Head of Public Relations. The Agency for the Assessment and Application of Technology (BPPT) is a non-ministerial government agency under the coordination of the National Research Agency (BRIN) which is directly responsible to the president in carrying out government duties in the field of assessment and application of technology. The Professional Work Lecture Program (KP) aims to prepare students to face very tight competition in the world of work. This program places students in real-world work situations. In this professional work, practitioners have the opportunity to participate and also participate directly in the implementation of the PR function at BPPT, especially in the Media Relations and Public Service section, including media monitoring, website news creation, and counting social media engagement. including helping with daily tasks. BPPT's PR is to attend meetings at the beginning of the month, help with news recaps, and make press releases. During three months of professional practice, practitioners gain experience and new insights about public relations work, especially in the field of government, PR BPPT practitioners, especially in the field of media relations. As for suggestions for agencies in monitoring media public relations media need to explore and understand the news categories whether neutral, positive, or negative. So there must be cooperation between all teams to provide key messages what to look for in order to really determine the category that fits the content of the news.

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