

ABSTRACT

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WORKING ACTIVITIES OF MARKETING RELATIONS IN PT. BUMI KREATIF MANAJEMEN

Practitioner was given the opportunity to do professional work at PT. Bumi Kreatif Manajemen, professional work is carried out for approximately 3 months. In professional work program, practitioner has the opportunity to participate and be directly involved in planning and promoting events, projects and talents at PT. Bumi Kreatif Manajemen. The work includes sending and reviewing press releases to the media, monitoring media and radio, planning a virtual concert of Tanda Mata Glenn Fredly, the collaboration with the NONA program with Garuda Indonesia, planning the web series “Berangkat dari Sebuah Lagu” and the short film Shelomita “Harus”, making talent profiling, and “Garis Makna” content planning for Instagram @glennfredlymusik. The purpose of the practitioner doing professional work is to increase the knowledge, experience, abilities and skills of students in the world of work according to management competencies, especially in the field of marketing.

Keywords: Marketing, Media and Radio Monitoring, Planning and Promotion, Content Planning