

ABSTRACT

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MEDIA RELATIONS ACTIVITIES PT DELORE SELARAS ABADI (PIAR CONSULTING) JAKARTA

In carrying out professional work at PT DELORE SELARAS ABADI, one of them is PiAr Consulting, the intern works in the media relations division and participates in assisting the media analyst division. In carrying out professional work at PiAr Consulting, the intern can directly perform duties as a public relations and communication the intern the media relations department of a company, such as preparing a media kit (press release), holding press conferences and monitoring media. In running a press conference (special events), the intern carries out one of the functions of public relations, namely, making special events or special events starting from planning, implementing, and evaluating which are carried out online. The intern participates in helping the media monitoring work. The special event planning stage carried out by media relations starts from determining the location of the event, resource persons, guest list, recording media and the date of implementation. At the implementation stage, things that need to be considered are monitoring the location of the event, preparing a media kit in the form of press releases, confirmation journalist media, list of hampers, ensuring resource persons and invited guests as well as journalists are present at the event, ensuring all those present are in accordance with the planned time. appropriate. And the last evaluation, namely by making a conclusion of the event. During professional work, the intern is involved with a number of three main press conferences (special events) which are conducted online. This can build a good relationship between companies as well as knowing how someone succeeds or fails in organizing an event. At the same time, the intern also applies the values obtained in the Public Relations Production course.

Keywords : *Public relations, Media relations, Media kit, Media monitoring, Press conferences, Special events.*