

ABSTRACT

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MARKETING PROMOTION EVENT SCARF MEDIA DIVISION ACTIVITIES

In carrying out Professional Work (KP), at Scarf Media, the intern works in the Marketing Promotion Event division, the intern gains experience to realize the knowledge from college on public relations minor. Another jobdesk of the intern is expanding the existing company data base. The intern doing some of public relations duties, such as namely establishing and maintaining good relationships with external part or stakeholders of the company. In the Marketing Promotion Event division, the intern is in charge of build and establishing relationships with third part such as the media, tenants, and the speakers of event. The intern be a liaison between internal and external parties of the company, in carrying out this duty, the intern directly involved and attending the Muslimah Creative Stream Fest (MCSF) press conference held by Scarf Media, the intern carrying out duties as media relations, tenant relations, and expanding the company data base. The intern build and establish relationships with media outside the company data base, or media that have never collaborated with the company, The intern offers media partner cooperation to the media for MCSF events.

The intern also in charge of several tenants. All of informations for tenant, and forms are carried out through the division of the intern, and the intern is responsible for several tenants. If there are obstacles, the intern will contact the tenant, likewise if the tenant feels the information obtained is unclear, the tenant will contact the intern personally, therefore the intern must understand all of the information related to the event organized by Scarf Media, so that the intern is able to convey information as well. The additional task of the intern is creating content ideas for social media with the team, first, content ideas are discussed together then after that the internt and team submitted to superiors.

Keywords: public relations, press confrence, media relations, stake holder