

ABSTRACT

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MEDIA RELATIONS ACTIVITIES AT PR AGENCY HILL+KNOWLTON STRATEGIES INDONESIA

Did an internship as media relations team at PR Agency Hill+Knowlton Strategies Indonesia, I had a number of roles related to media event handling, media monitoring, media reporting, and redesigning infographics for the purposes of visual message assets from clients to media partner. In several activities carried out by the media relations team, as an intern I had the opportunity to be able to help and learn from some roles carried out by the media relations team. Furthermore, maintaining a good relationship with the media could bring positive impact on organizations and brands to form a comprehensive and positive message that will be given to the public. Media relations team created a media event handling that can gather media partners to be able to interact as well as get involved in the message creation process and monitor the publication messages made by media partners to find out which messages to convey are written on the news made by media partners, and analyze the overall result of delivering messages involving media partners with analytical reports as reporting requirements provided to clients. The activities carried out made me realize the importance of building a strong relationship with the media, because media has an audience and they are the medium to be used by public relations practitioners to convey messages to the public.

Keywords: *media relations, media event handling, media monitoring, media reporting*