

ABSTRACT

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ROLE OF PUBLIC RELATION OFFICER IN PUBLIC RELATIONS ACTIVITIES OF UNIVERSITAS PEMBANGUNAN JAYA

In carrying out Professional Work (KP) at Universitas Pembangunan Jaya in the Marketing, Public Relations, and Admissions Section with digital team. In implementing this Profession Work indirectly the practice can experience to carry out duties as a public relations in the digital team of a company, such as creating article content, media monitoring, content planning, Media Relations. In creating article content, the practice of creating such content for the Website and Social Media of Universitas Pembangunan Jaya. Public Relations is the practice of having the responsibility to create the content of articles that will be published on the website of Universitas Pembangunan Jaya. The content of articles created by practice is usually around the information of the program of the event organized. Practice is also responsible for conducting media monitoring, in this activity the practice can collect data and conduct analysis related to online media visitor traffic and social media Of Universitas Pembangunan Jaya. Praktikan also participated in identifying mass media and stakeholder relations, so that the practice can experience and knowledge to conduct local and regional media analysis, as well as additional work that is still within the scope of Public Relations activities such as conducting coverage, finding contacts of Whatsapp group public relations kemendikbud and LLDIKTI Region 4 west Java and Banten. Activities that work in one of the areas of communication that have a role as part of the company to create more structured and effective communication in order to create good relationships with internal and external parties. A public relations must be able to have the ability to create article content, because it is included in the task of a public relations that is writing and editing, as a public relations in a company, practice must have creativity and ability, led to quickly and responsively related to trending issues.

Keywords: Universitas Pembangunan Jaya, Public Relations, Konten Writer, Media Monitoring