

## ABSTRACT

Dita Azelia Subarman (2019041027)

### **GAMBARAN KEGIATAN MEDIA RELATIONS DIVISI CORPORATE SECRETARY PT. MEDIA NUSANTARA CITRA (MNC MEDIA)**

*During the implementation of professional work at PT. Media Nusantara Citra (MNC Media), the intern works as a corporate secretary in the external communications department of the media relations unit. In working activities as a company secretary at MNC Media company, the intern carries out the functions and duties of a public relations officer at a mass media company. The work carried out during the work included carrying out the main work, namely monitoring the media for four television stations (MNCTV, RCTI, GTV, and iNews) as well as several business units belonging to the MNC Group. In addition to the main job of media monitoring, the intern also carries out additional duties such as running press conferences, handling media, writing press releases, and running special corporate events. While working in media relations, the intern realizes that it is important for a public relations officer to build a good relationship between the company and the media for media publication activities. The Intern can also know how to respond to the media and can know how to measure success or failure through media monitoring activities.*

**Keywords:** Corporate Secretary, Public Relations, Media Relations, Media Monitoring