

ABSTRACT

Nurlisa Pitri (2019041110)

MEDIA RELATIONSS ACTIVITIES OF THE BADAN AMIL ZAKAT NASIONAL PUBLIC RELATIONSS STAFF

While carrying out professional work activities at Badan Amil Zakat Nasional (BAZNAS) RI, the intern is in the Public Relations Bureau Unit. On this professional job opportunity, the intern has the opportunity to be involved with the media in coordinating with the media, conducting reports and analysis of publications, news clippings, and press release production. In the initial work, the intern writes a leadership press release from the material provided by the supervisor or work mentor. The interns are also tasked with coordinating the media at every event organized by BAZNAS RI that invites the media. Media coordination is carried out to direct the media and build personal and institutional relationships with the media. In addition, the intern also gets the task of reporting and analyzing publications, one of which is in the form of making fact sheets to overcome negative issues to BAZNAS RI stakeholders. Thus, as long as the intern carries out professional work activities for approximately 3 months, the intern can understand several things and one of them is the importance of establishing and maintaining good relations with the media. Collaborating with the media is a step in building the reputation and positive image of the organization, namely through publications carried out by media partners.

Keywords: *BAZNAS RI, Public Relations, Media Relations, Press Release Production*