

ABSTRACT

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MEDIA PARTNERSHIP ACTIVITIES AT GARUDA ORGANIZER

Partnership is a job or task of a Public Relations (PR) who is in charge of establishing cooperation. One of the partnership activities is to find a media partner to be able to publish an activity to the public so that the public knows about it. Intern as a member of the partnership division finds media partners for his events or activities so that the media can help promote these events and activities. Conducting surveys, recording data, and signing contracts is one of the practical opportunities obtained when doing Professional Work at a MICE Company, namely the Garuda Organizer company. During the three months of intern's time doing professional work, intern received direct learning about how to carry out the transactional process with the media in order to establish partnerships. Also get new learnings about soft skills and hard skills from doing partnerships. . Professional Work Experience as part of the partnership at Garuda Organizer complements the theoretical learning of event management courses that have been carried out at The University of Pembangunan Jaya.

Keywords: *Partnership, Media Partner, Promotion, Garuda Organizer*