

## **ABSTRACT**

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### **ACTIVITIES OF THE MARKETING COMMUNICATION DIVISION AT THE NETWORK AGENCY**

*In fulfilling one of the main requirements to complete undergraduate studies (S1), the intern is required to undergo a professional work process. Professional Work is an activity carried out by the University in providing a comprehensive picture to students about the world of work from each study program, including Communication Studies. The intern carries out professional work for three months at The Network Agency. The Network is a creative and digital agency that aims to help develop or brand a company or brand in their digital needs creatively. The Network also created two products that can answer today's digital needs, namely Beonco and Tagid. The intern is involved in the marketing communication division in the public relations section. The main task of the intern in carrying out professional work is to market their products, namely Beonco by managing Instagram social media so that they can create interesting content. Then, the intern also has additional work such as organizing events for Beonco, making pitch decks, conducting community relations, and making meeting invitations and minutes of meeting (MOM). The tasks carried out by the intern during their professional work are relevant to the subjects they have studied such as Online Public Relations, Event Management, Public Relations Strategy and Tactics and Public Relations Production. The skills needed to be able to complete the given task are analytical skills, critical and creative thinking and have good copywriting skills.*

**Keywords:** *The Network Agency, Social Media Management, Public Relations Online*