

ABSTRACT

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IMPLEMENTATION OF MEDIA RELATIONS DIVISION CORPORATE SECRETARY PT. STATE SAVING BANK (PERSERO) TBK

Corporate Secretary Division is one of the divisions that have a part or unit whose role is no less important. Consists of three parts including: Reporting & Community, Budgeting & Operations and Communication. Each unit has a very influential role in the company. The importance of the Corporate Secretary for the company includes establishing and maintaining the company's reputation to stakeholders and shareholders. In addition, the corporate secretary also takes part in making decisions regarding the future of the company. Talking about the company's reputation, Public Relations (PR) is the main figure in providing information to the public, such as PR who works in the banking sector. PR is required to be able to act as a communicator or for the public and is considered to be able to establish good relations with the media in order to carry out publicity activities, media coverage and media coverage. One of the PR tasks is media relations, which at this time PR for SOEs has a challenge, namely how to use the use of online digital media to support the task of PR intern in building public awareness. PT Bank Tabungan Negara (Persero) Tbk is one of the banks engaged in financial services, where a banking PR figure is needed as a communication facilitator consisting of several communication applications carried out by the media relations team. This is related to the courses that have been studied by the intern, namely in public relations writing, strategic tactics and strategic media.

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