

ABSTRACT

Zaima Sadiyah (2019041102)

MEDIA RELATIONS ACTIVITIES IN THE PUBLIC RELATIONS & BUSINESS COMMUNICATIONS DIVISION AT MRA MEDIA

In carrying out Professional Work in MRA Media, the intern works in the Public Relations & Business Communications division in the field of media relations. During the professional work at MRA Media, the intern gets the opportunity to go directly into the industry in public relations with the media relations department such as conducting media handling, making press releases, and media monitoring. As a media relations, the intern must be able to establish good relationships with media colleagues. During media relations duties, the intern conducting media handling at an event goes through several processes consisting of research, meetings, contacting the media, follow-up media invitations, media presence, and press releases. In making a press release, the intern goes through several stages, namely determining the topic, researching, determining the title, making a draft press release, and including the citations of the speakers. For media monitoring, the intern does this by monitoring through online media. Media relations activities are things that need to be carried out by public relations practitioners because they can establish good relations between the company and media partners. A good relationship with the media can make the company get publications related to an event and company information. While doing Professional Work at MRA Media, the intern can have knowledge related to how to deal with media journalists. The lecture materials implemented in the Public Relations & Business Communications division at MRA Media consist of Introduction to Public Relations, PR Strategies and Tactics, Public Relations Writing, and Mass Media Relations Management.

Keywords: public relations, media relations, media handling, press release, media monitoring