

ABSTRACT

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IMPLEMENTATION OF MEDIA RELATIONS ACTIVITIES IN THE MEDIA AND CONTENT DIVISION OF THE COMMISSION IX PARLIAMENT MEMBER

During the three months of carrying out internship (KP) in the House of Representatives of the Republic of Indonesia (DPR RI), the Intern was joined as a member of the public relations team in the media and content division. In carrying out their work, the Intern is responsible for media relations activities, which include media event handling activities, media monitoring, media reporting, and assisting in managing content on Instagram and Twitter. The Intern have the opportunity to learn to establish good and useful relationships with the mass media in order to gain the trust of the public. Through several events, The Intern have gained experience of communicating intensely with media colleagues who are also present on the event. The Intern is also involved in making press releases for the purpose of publishing messages in the mass media through the stages of research and detailed issue analysis. The team in the media and content division asked the Intern to do media monitoring to make it easier to identify the issues to be discussed. In addition, the Intern also helps media reporting activities, namely by recapitulating all publications released and coverage that has been published in the mass media. Media relations work has taught the Intern about the importance of building good relationships with journalist as a communication channel between organizations and the public.

Keywords: *public relations, media relations, mass media, media event handling, media monitoring, media reporting*