

ABSTRACT

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MEDIA RELATIONS ACTIVITIES IN THE PUBLIC RELATIONS DIVISIONS AT PT NETMEDIATAMA

In the industrial era 4.0, Public Relations or Cyber Public Relations activities are an industrial concept that utilizes technological advances and digitalization to reach their audience. One of the industries that implements Cyber Public Relations practices is PT NETMEDIATAMA. While carrying out professional work in the Public Relations division at PT NETMEDIATAMA, the practitioner helps carry out media relations activities in entertainment media such as compiling NET TV program patterns, making press releases, media monitoring, compiling value proposals for media partners, assisting NET special event activities and managing media corporate community social. In addition, the theory and practice provided by Pembangunan Jaya University is relevant and fulfills the need for implementing media relations activities at PT NETMEDIATAMA as the entertainment media industry. Some of the theories and practices include technical press release writing, preparation of proposals for media partner activities and special event management.

Keywords: *Cyber Public Relations, Media Relations, Entertainment Media*