

ABSTRACT

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EVENT CREATIVE ACTIVITIES DIVISION OF MARKETING COMMUNICATION AT THE BADAN AMIL ZAKAT NASIONAL (BAZNAS)

In carrying out the implementation of Professional Work in non-structural government institutions, namely the Badan Amil Zakat Nasional Republic of Indonesia (BAZNAS RI), The intern work in public communication bureau positions, Creative Events division which is parallel to the Marketing Communication section. In carrying out professional work at BAZNAS RI, the intern carry out one of the functions of Public Relations, namely making an implementation or activity (event), the purpose of which is to build a good relationship between the company and its public. Starting from planning (pre-event), implementation (event), to event evaluation (post-event). These activities are carried out both offline and online. Online broadcasts are held through Live Streaming owned by BAZNAS RI through the BAZNAS TV Youtube account. The planning stage (Event Management) carried out by the Event Creative division starts with researching everything that will be held in the event, then begins to prepare materials and create a Term of Reference (TOR). During the event, the intern helps to control the preparation for the event. And at the event evaluation stage, the intern makes an event evaluation report. These activities can build good relations between institutions and the public. At the same time, the intern can also apply the values obtained from the Event Management Course.

Keywords: Creative Events, Event Planning, BAZNAS RI.