ABSTRACT

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PROFESSIONAL WORK ACTIVITIES IN THE PROTOCOLAN AND PRIVATE DEPARTMENT OF THE REGIONAL PEOPLE'S REPRESENTATIVE BOARD SECRETARIAT OF TANGERANG SELATAN CITY.

This professional work is carried out to find out the role or activities of protocol and public relations activities of the South Tangerang City DPRD in exchanging information with the public, especially with DPRDs from various regions who carry out working visits. Professional Work Implementation on 30 June – 29 September 2022 at the South Tangerang City Regional House of Representatives. The basic methods used in this professional work are Observation, Field Practice, Interview, and Literature Study. Meanwhile, the taking of the location of professional work is intentional. This professional work is an activity carried out for approximately 3-6 months during the lecture period, which is directly involved in the world of work. By following this work practice, students can gain knowledge about what is happening in the world of work. Before the era of globalization, this profession was done manually. However, with the advancement of the era, the existence of sophisticated technology that is increasing, the work of this profession is carried out using computers without having to write manuals like in the past. In this professional work, the author can learn how the existing protocol activities in government institutions and the use of institutional communication media as a means of exchanging information with the public.

Keywords: Public Relations, Protocol, Government, Communication Media.