ABSTRACT

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MEDIA RELATIONS ACTIVITIES IN THE 2022 AUTOMOTIVE FLAGSHIP EVENT PROJECT IN THE OTOMOTIF GROUP MARKETING COMMUNICATION DIVISION

During three months being an Intern at the Grid Network Otomotif Group company, the Intern was placed in the Marketing Communication division whose main task was as a Public Relations officer who carried out media relations activities at a large-scale annual program throughout Southeast Asia with the name of the event "Otobursa Tumplek Block 2022". As an Intern, the opportunity is given directly to become a publicist from the Otobursa Tumplek Blek 2022 event by learning how to manage good and beneficial relationships with media partners as a way of promoting and generating valuable publicity related to this event. In carrying out media relations activities, Interns are given the task and responsibility to carry out media relations both internally and externally related to the needs of the event. The stages of media relations activities carried out by the Interns consist of planning, implementation, and evaluation, activities such as handling partnership relations with Media & Other Client Partners, holding media gatherings in the form of press conferences at the opening ceremony activities, monitoring, and reporting media to calculate total news & PR coverage based on publicity during the Otobursa Tumplek Blek 2022 event. The Intern was also involved in drafting press releases and distributing press releases to the media partners to get publicity through e-mail and WhatsApp. Based on the job description during the internship as someone involved in media relations activities, the intern has applied the theory taught from relevant courses, such as Introduction to Public Relations, and Public Relations Strategies and Tactics that the Intern has learned as a Public Relations student at Universitas Pembangunan Jaya (UPJ).

Keywords*: Public Relations, Media Relations, Partnership, Media Monitoring, Media Gathering, and Publicity.*