

ABSTRACT

Fellia Rachmafaustina (2019047095)

OVERVIEW OF PUBLIC RELATIONS ACTIVITIES AT THE HILL+KNOWLTON STRATEGIES INDONESIA (PT. WIRA PAMUNGKAS PARIWARA)

The practicant carries out an internship program at the public relations agency called Hill + Knowlton Strategies Indonesia (PT. Wira Pamungkas Pariwara) for a 6 (six) months period. This internship activity is carried out under the supervision and guidance of the manager of the media relations division as an external supervisor. The practicant carries out an internship at Hill+Knowlton Strategies Indonesia (PT. Wira Pamungkas Pariwara) as a member of the Media Relations team. Practicant have the main tasks of helping companies maintain good relations with the media as well as being a line of communication between clients or companies and media. Practicant is also given the responsibility of managing a list of names of medias and journalists as the company's internal database. During this internship program, Practicant is also given the opportunity to help complete the work of other divisions such as helping the consultant team to carry out media monitoring, preparing briefing books and terms of reference (TOR), developing campaign strategies and ideas, and helping them running special events. Practicant is also given the opportunity to assist the digital team in conducting competitor research. During the internship program, practicant is also given the opportunity to help the content team by becoming photo model for press releases and video model needed for digital marketing purposes.

Keywords: *Public Relations, Agency, Media, Media Relations,*