

ABSTRACT

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CORPORATE COMMUNICATION ACTIVITIES OF PT RAJAWALI NUSANTARA INDONESIA (PERSERO) / ID FOOD

Internship activities at PT Rajawali Nusantara Indonesia (Persero) or BUMN Food Holding ID FOOD for 6 months in the corporate communication division. Practitioner getting the opportunity to work directly as a public relations company. Practitioner having the opportunity to write press releases or narratives, contact the media regarding publications or sponsorships, do reporting, media monitoring, and other administrative activities. Practitioner reporting in order to prepare narrative materials and press releases that will be made for publication purposes on ID FOOD social media. While doing an internship at PT Rajawali Nusantara Indonesia (Persero) or ID FOOD, practitioner getting a lot of knowledge in writing narratives. Practitioner also getting knowledge related to real public relations work, especially in state-owned companies. Practitioner also understanding how to cover and write narratives from the company's point of view, so as not to cause misunderstandings or negative effects from published writing.

Keywords: ID FOOD, Internship, Corporate Communication, Public Relations