

ABSTRAK

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KEGIATAN PUBLIC RELATIONS DIVISI RELASI MEDIA MASSA DAN OPINION MAKER DAN DIVISI PROTOKOL LAYANAN DEWAN GUBERNUR BANK INDONESIA

Selama melaksanakan kerja profesi di Bank Indonesia, praktikan bekerja dibawah pengawasan serta bimbingan dari divisi Relasi Media dan Opinion Maker serta divisi Protokol Layanan Dewan Gubernur. Dalam kerja profesi, praktikan berkesempatan untuk ikut berpartisipasi terlibat langsung dalam pelaksanaan fungsi public relations di Bank Indonesia seperti melaksanakan press conference, melaksanakan focus group discussion dan membuat media monitoring. Dalam divisi Protokol Layanan Dewan Gubernur, praktikan terlibat dalam special event, membuat communication activity plan dan menyusun anggaran serta kegiatan Dewan Gubernur. Praktikan menjalani kegiatan kerja profesi untuk mempelajari secara langsung terkait dengan kegiatan public relations serta melatih kemampuan dan tanggung jawab dalam dunia kerja public relations saat bekerja nanti.

Aktivitas atau tanggung jawab divisi Relasi Media dan Opinion Maker Bank Indonesia terfokus pada publik eksternal dan internal. Dimana public relations Bank Indonesia senantiasa menjalin media relations secara rutin dengan menjaga hubungan yang baik dengan pers dan juga memantau kegiatan interview yang melibatkan narasumber dari Bank Indonesia. Dalam divisi Protokol Layanan Dewan Gubernur terfokus pada publik internal. Dimana public relations Bank Indonesia senantiasa memperahtikan Gubernur Bank Indonesia dan Anggota Dewan Gubernur Bank Indonesia terkait dengan pelaksanaan kegiatan special event dan kegiatan perjalanan.

Kata Kunci: *public relations, kegiatan public relations, Bank Indonesia*

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PUBLIC RELATIONS ACTIVITIES OF MASS MEDIA RELATIONS AND OPINION MAKER DIVISION AND DIVISION OF THE GOVERNOR BOARD PROTOCOL SERVICES IN BANK INDONESIA

During internship at Bank Indonesia, practitioner works under supervision and guidance from the Media Relations division and Opinion Maker and the Board of Governors Service Protocol division. In professional work, practitioner has the opportunity to participate directly involved in the implementation of the public relations function at Bank Indonesia such as conducting press conferences, conducting focus group discussions and making monitoring media. In the Board of Governors Service Protocol division, the practitioner is involved in a special event, creates a communication activity plan and prepares the budget and activities of the Board of Governors. Practitioner undergoes professional work activities to study directly related to public relations activities and to train the skills and responsibilities in the world of public relations work while working later.

The activities or responsibilities of Bank Indonesia Media Relations and Opinion Maker divisions are focused on the external and internal public. Where Bank Indonesia public relations always establishes media relations on a regular basis by maintaining a good relationship with the press and also monitoring interview activities involving resource persons from Bank Indonesia. In the Board of Governors' Service Protocol division focused on the internal public. Whereas the public relations of Bank Indonesia always preserves the Governor of Bank Indonesia and the Members of the Board of Governors of Bank Indonesia in relation to the implementation of special events and travel activities.

Key Words: public relations, public relations activity, Bank Indonesia