

ABSTRAK

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EVENT MANAGEMENT PADA DIVISI CORPORATE COMMUNICATION DI PT. INDOFOOD SUKSES MAKMUR, TBK

Selama pelaksanaan Kerja Profesi, Praktikan berada di bawah bimbingan dan pengawasan dari supervisor divisi Corporate Communication PT. Indofood Sukses Makmur Tbk, yang berada di bawah department Corporate Communication Services. Indofood merupakan salah satu perusahaan Fast Moving Consumer Goods di Indonesia, produk-produk Indofood telah terkenal di masyarakat. Oleh karena itulah Praktikan memilih untuk Kerja Profesi di perusahaan besar ini. Praktikan mendapat kesempatan untuk membantu perencanaan, persiapan, dan pelaksanaan berbagai acara internal perusahaan, menangani sponsorship, mengelola asset dan inventory, dan terlibat dalam kegiatan Corporate Social Responsibility (CSR), dan membantu berbagai department di divisi Corporate Communication. Divisi ini terfokus untuk menangani perihal komunikasi antara internal dan eksternal perusahaan, merencanakan dan melaksanakan berbagai acara perusahaan, menangani sponsorship dan membuat program atau kegiatan yang bersifat tanggungjawab sosial. Komunikasi yang efektif sangat dibutuhkan untuk kesuksesan pekerjaan. Rasa ingin tahu dan ingin belajar juga sangat penting untuk mendorong Praktikan untuk belajar dan mencoba untuk hasil terbaik.

Kata kunci : Event, public relations, sponsorship, CSR, department, Corporate Communication

ABSTRACT

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EVENT MANAGEMENT ACTIVITIES IN CORPORATE COMMUNICATION DIVISION AT PT. INDOFOOD SUKSES MAKMUR, TBK

During the internship period, Praktikan is under guidance and supervision from the supervisor of Corporate Communication division PT. Indofood Sukses Makmur Tbk, which is under the department of Corporate Communication Services. Indofood is one of Fast Moving Consumer Goods companies in Indonesia, its products are well known in the community. Therefore Praktikan chose to do an internship in this big company. Praktikan got the opportunities to help planning, preparing and executing internal corporate events, handling sponsorship, managing assets and inventory, engaging in Corporate Social Responsibility (CSR) activities, and assisting various departments in the Corporate Communication division. This division focuses on handling communications between internal and external, planning and executing corporate events, handling sponsorships and creating programs or activities of a social responsibility. Effective communication is needed for job success. Curiosity of knowledge is also very important to encourage Praktikan to learn and try hard for the best result.

Keywords: Event, public relations, sponsorship, CSR, department, Corporate Communication