

## **ABSTRAK**

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### ***KEGIATAN PUBLIC RELATIONS PT. NET MEDIATAMA TELEVISI***

*Selama melaksanakan kegiatan kerja profesi pada divisi public relations NET., Praktikan berkesempatan untuk belajar bagaimana tim public relations di media televisi. Dalam hal ini, Praktikan menjadi tangan kedua dari tim public relations. Praktikan mengerjakan pekerjaan tim media relations, seperti menerima kunjungan, media partner, membuat pola acara, sponsorship, dan sebagainya. Selain itu praktikan juga mengerjakan pekerjaan community development, seperti mengelola sosial media Instagram, mengelola penonton program Ini Talkshow dan Tonight Show, membuat konten Youtube, membangun dan mempertahankan hubungan baik dengan komunitas, dan melakukan flyering. Setelah itu Praktikan juga membuat desain untuk konten sosial media. Praktikan juga mengerjakan pekerjaan dari tim administration public relations, seperti membuat surat loading, mmengelola merchandise, dan memenuhi kebutuhan divisi public relations. Kemudian Praktikan juga belajar bagaimana menjalankan sebuah event besar. Selama tiga bulan, Praktikan mendapatkan pengetahuan dan pengalaman baru di perusahaan media televisi.*

Kata Kunci : *public relations, community development, media relations, events*

## **ABSTRACT**

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### ***PUBLIC RELATIONS ACTIVITIES PT. NET MEDIATAMA TELEVISION***

*During working as an internship staff in public relations division of NET., Intern continue to learn how the public relations team in the television media. In this case, Intern became the second hand of the public relations team. Intern doing the work of the media relations team, such as receiving visits, media partners, creating event patterns, sponsorships, and so on. In addition, praktikan also works on community development work, such as managing social media Instagram, managing audience programs Ini Talkshow and Tonight Show, creating Youtube content, creating and maintaining good relations with the community, and doing flyering. After that Intern also made designs for social media content. Intern it also does the work of the public relations administration team, such as making loading letters, managing merchandise, and meeting the needs of the public relations division. Then Intern also learn how to run a big event. For three months, Intern gained new knowledge and experience in television media companies.*

*Keywords: public relations, community development, media relations, events*