

ABSTRAK

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KEGIATAN CORPORATE SOCIAL RESPONSIBILITY (CSR) DI CORPORATE SECRETARY MNC MEDIA

Program kerja profesi dilaksanakan selama tiga bulan di unit Corporate Social Responsibility MNC Media, Praktikan bekerja di bawah pengawasan serta bimbingan Koordinator Corporate Social Responsibility. MNC Media merupakan grup media terbesar di Indonesia yang terdiri dari RCTI, MNCTV, GTV dan iNews. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam rapat, riset, perencanaan, pelaksanaan dan evaluasi kegiatan sosial perusahaan di MNC Media. Selama masa kerja profesi, Praktikan mengikuti tiga kegiatan sosial perusahaan yaitu sumbangan ke panti asuhan, kegiatan donor darah bersama Palang Merah Indonesia, Pemeriksaan dan Pembagian Kacamata Gratis bersama Essilor. Praktikan membantu membuat perencanaan kegiatan sosial yang akan dilaksanakan dalam beberapa bulan kedepan. Selain membantu dalam kegiatan sosial, Praktikan juga membantu dalam menghandel media saat acara sosial berlangsung. Kemudian Praktikan juga membantu unit lain yang berada di divisi Corporate Secretary, seperti External Communication, Government Relations dan Internal Communication. Kegiatan kerja sama tersebut seperti melakukan kegiatan press conference (HUT RCTI, RCTI Fest, International Flowers Competition, SEA Games 2019, The Voice Indonesia, dan lain-lain), media monitoring saat acara atau program televisi (The Voice Indonesia dan Indonesia Idol), media handling untuk wawancara talent program dan Protokoler. Maka dari itu selama periode masa kerja profesi, Praktikan mendapatkan banyak ilmu dan pembelajaran terkait bidang kegiatan sosial perusahaan. Praktikan mengetahui bagaimana bentuk kegiatan sosial yang cocok untuk perusahaan, akan tetapi juga membawa dampak baik bagi masyarakat.

Kata kunci : corporate social responsibility, corporate secretary, MNC Media, Kerja Profesi, Perusahaan, Masyarakat, Grup Media.

ABSTRACT

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CORPORATE SOCIAL RESPONSIBILITY (CSR) ACTIVITIES AT CORPORATE SECRETARY MNC MEDIA

The internship program held for about three months at Corporate Social Responsibility of MNC Media, as an intern works under the supervision and guidance of the Corporate Social Responsibility Coordinator. MNC Media is the largest media group in Indonesia consisting of RCTI, MNCTV, GTV and iNews. Intern, have the opportunity to participate and involved in meetings, research, planning, implementation and evaluation of corporate social activities at MNC Media. During the internship program, intern also participate in three corporate social activities, first is donations to the orphanage, second is blood donor activities with Palang Merah Indonesia, Examination and distribution of free glasses with Essilor. The intern also help with planning social activities that will be held in several months. In addition to helping with social activities, intern also helps in handling media during the social event. The intern also helps other units in the Corporate Secretary Division, such as The External Communication, Government Relations and Internal Communication. During the teamwork, intern also helps such as conducting press conferences (RCTI Anniversary Celebration, RCTI Fest, International Flowers Competition, SEA Games 2019, The Voice Indonesia, etc), media monitoring at television programs, media handling for talent interviews and protocol. Therefore during the internship program, intern get a lot of knowledge about corporate social activities. Intern also learn how to create corporate social activities that related or suitable to company business and public.

Keywords : corporate social responsibility, corporate secretary, MNC media, internship program, company, media group.