

ABSTRACT

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ACTIVITIES IN THE PUBLIC BROADCASTING INSTITUTION (LPP) TVRI

During the implementation of professional work at the TVRI Public Broadcasting Institution (LPP), the intern obtained a position as Public Relations and Protocol. Primarily, interns in their work practice are more assigned to be a protocol. To carry out this position, the intern takes advantage of experience related to public speaking, event management, and media management courses. In relation to public speaking courses, interns are taught how to communicate well with the public by becoming an MC and tour guide. Event management courses, interns are taught how to organize an event and organize an event. And in relation to media management courses, interns are taught how a publicist controls information and disseminates information to the public. In carrying out his work, the intern has many opportunities to do additional work, where the intern is assigned to oversee the implementation of Apple which is held every Monday, become a PPID information service officer, make designs, attend meetings, and write articles. In carrying out professional work carried out for 3 months at LPP TVRI in the Public Relations and Protocol section, the intern realizes that the role of Public Relations and Protocol in a government institution has an important role and is at the forefront in supporting the implementation of a company positively. Activities in the Public Relations and Protocol division at Public Broadcasting Institutions (LPP) are a good strategy in building the image and reputation of an organization.

Keywords: LPP TVRI, Public Relations and Protocol, Professional Work, Public Speaking