

ABSTRACT

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ACTIVITIES IN THE PUBLIC RELATIONS AND PROTOCOL DIVISION AT PUBLIC BROADCASTING INSTITUTION (LPP) TVRI

Professional work is very important for students who will enter the world of professional work, because apart from mentally training it also turns out to provide useful knowledge that can be applied in the future. While carrying out professional work at the TVRI Public Broadcasting Institution (LPP), the intern works under the supervision and guidance of Public Relations and Protocol. In the Public Relations and Protocol division, the intern have the opportunity to participate and be directly involved in meeting activities, industrial visits such as being a host, liaison officer, tour leader, documentation, interviews, compiling transcripts, writing articles, PPID information service officers, serving guests, in charge answer and make a design. In carrying out professional work, the intern gains a lot of knowledge that was previously not obtained at the university. In addition, they also get guidance and support that makes the intern very enthusiastic at work. The intern feel part of the PR and Protocol division family, because suggestions or complaints are very well received. While undergoing professional work with a total of 427 hours of activity, the intern feel more trained in analyzing problems and also how to solve them with real implementation. Theories and approaches that the intern apply during professional work include: relationship management theory, strategic communication approaches, and human resource approaches. These theories and approaches are felt to be very much needed in the work environment of the TVRI Public Broadcasting Institution (LPP) as a tool for interacting with internal and external parties, so that the communication process becomes more effective..

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