

ABSTRACT

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COMMUNITY INTERN ACTIVITIES IN THE COMMUNITY ASSOCIATE DIVISION AT PT KREASI KARYA BANGSA (BALI UNITED CREATIVE)

In carrying out professional work for 3 months or the equivalent of 400 hours at the Bali United Creative company which is an agency company, the intern practitioner is placed in the Community Associate division. While carrying out professional work, the intern practitioner implements the lessons that have been taken, namely one of the activities of a Public Relations person in building relationships with the community or commonly referred to as Community Relations. Intern Practitioners have the main job of community management and event management. The work carried out is related to courses in the Public Relations minor, namely Public Relations tactics strategy and event management. Before running a community program, the intern practitioner carries out several stages including planning, implementing, and evaluating. Other activities in a community associate include establishing relationships with clients, conducting research on the latest information and archiving updated databases, running community programs, and participating in creating program content. During this period, intern practitioners gain valuable experience, especially in building good relationships with external parties and gain new perspectives that can be used as constructive learning materials. So, as long as the intern practitioner is carrying out professional work activities, the intern practitioner can understand several things and one of them is the importance of establishing and maintaining good relations with the community who are closely related to the company. Through cooperation with the community, companies can build corporate image and identity, and maintain their existence in the midst of business competition.

Keywords: Bali United Creative, Public Relations, Community Relations, Public Relations Tactics Strategy, Event Management