

ABSTRACT

Azka Nur Utami (2019041076)

THE IMPLEMENTATION OF FUNCTION AND ROLE OF PUBLIC RELATION AT SUB FIELD OF MANAGEMENT INFORMATION AND MEDIA RELATION

At doing activities on job profession practiciant has decided that BAZNAZ RI as a choosen for working at part public relation .Practiciant focus on her jobs for less three months or same with 441 hour. The activities of professional job at part of Public Relation of BAZNAZ RI (BADAN AMIL ZAKAT NASIONAL REPUBLIK INDONESIA). Practiciant has opportunity for learnig how a tim of P. R at government institution non structural like BAZNAZ . I tthis case practiciant become trusted by tim of PR. Practiciant develop media relation and government relation like audience, accepting visitation and helping make a draft and artikel and make a meeting minute make a transkrip , make a narration and letter for cooperation ,helping creation personal branding that good for a leader that make a positive activities content and make monitoring of news. Beside that's job ,practiciant has job addition as take a documentation when pers confrensiion directly or virtual and doing recapitulation of document file for media publication needed meda internal or external of BAZNAZ RI with format audio, video,picture etc. For this chance practiciant, got the opportunity to engage with the media in coordinating with the media, doing reports and analysis of publications, news clippings. The practitioner is also responsible for coordinating the media at every event held by BAZNAS RI where the media is invited. Carry out media coordination to foster and develop personal and institutional relations with the media. In addition, the practitioner is in charge of reporting and analyzing publications. For the task of reporting and analyzing publications. So, as long as the practitioner has carried out professional work activities, the practitioner can understand several things, one of which is the importance of establishing and maintaining good relations with the media. All of the fields of work above are related to courses at Pembangunan Jaya University as long as the practitioner is taking courses such as; Event Management, Introduction to Public Relations, Public Relations Writing, Public Relations Tactics Strategies, Online Public Relations, and Public Relations Media Production. Collaborating with the media is one of the steps in building the reputation and positive image of the institution, namely through publications produced by media partner

Keywords: *BAZNAS RI, Public Relations, and Media.*