

ABSTRACT

Yacob Christian Kurniadi (2013041022)

KEGIATAN HUMAS DI LEMBAGA PENYIARAN PUBLIK TVRI

The internship conducted at Profession Public Broadcasting TVRI (Televisi Republik Indonesia) JL. Gerbang Pemuda Senayan Jakarta No.08, Jakarta Regional 10270. Intern placed in the public relations division, this division has job and responsibility for managing all activities that include planning, implementation, control and evaluation activities at TVRI.

During the performance of Work Profession in TVRI, intern working in the supervision and guidance of one of the Public Relations officer TVRI. In carrying out the profession Work intern get a chance to learn and participate in all Public Relations activities in TVRI, as do the documentation, learning about the internal magazine content, learning to maintain the self-image of the company through social media, conduct media monitoring and learn to create promotional activities.

Public relations activity at TVRI far more to the internal activities of the company that employees who are in the work environment TVRI. Public Relations TVRI always try to keep the self-image and external communication with the public through social media.

Keywords : Public Relations, Media Monitoring, Promotion, Self-Image.