

ABSTRAK

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KEGIATAN PUBLIC RELATIONS DI PT. CAKRAWALA ANDALAS TELEVISI (ANTV)

Selama melaksanakan kerja profesi di PT. Cakrawala Andalas Televisi (ANTV), praktikan bekerja dibawah pengawasan serta bimbingan divisi public relations. Dalam kerja profesi, praktikan berkesempatan untuk turut berpartisipasi dalam terlibat langsung dalam pelaksanaan fungsi public relations di PT. Cakrawala Andalas Televisi (ANTV) seperti membuat media monitoring, mendukung press conference dan meet and greet. Praktikan menjalani kerja profesi untuk memperelajari public relations secara langsung, melatih kemampuan dalam dunia public relations dan untuk mengetahui etika komunikasi saat bekerja nanti. Aktivitas dan tanggung jawab divisi public relations PT. Cakrawala Andalas Televisi berfokus pada public eksternal dan internal. Public relations PT. Cakrawala Andalas Televisi senantiasa membangun dan menjalankan hubungan yang baik antar ANTV lovers (Penggemar ANTV), public relations PT. Cakrawala Andalas Televisi mempunyai program-program wajib yakni press conference dan meet and greet untuk memanjakan para ANTV lovers. Selama menjalani kerja profesi praktikan juga mengalami beberapa kendala seperti belum mengetahui media monitoring, media registration, keadaan saat shooting hingga menjadi seorang liaison officer. Praktikan tidak menyerah karena kendala tersebut praktikan juga menemukan cara untuk mengatasinya seperti praktikan akan bertanya hingga mengerti agar mengurangi resiko kesalahan dan terus belajar dari para pembimbing. Sehingga praktikan dapat menarik beberapa kesimpulan dari hasil kerja profesi yang praktikan jalankan.

Kata Kunci : *public relations, ANTV, program public relations*

ABSTRACT

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PUBLIC RELATIONS ACTIVITY AT PT. CAKRAWALA ANDALAS TELEVISION (ANTV)

During the Internship Programme, inter student works under the guidance of Public Relations division. In this internship programme, inter student has the chance to participate directly in some public relations activity in PT. Cakrawala Andalas Televisi (ANTV) such as media monitoring, be a part in a press conference team also meet and greet. inter student do this internship programme to learn about public relations directly, learn about skills in public relations and also to know the communication ethics inside corporate world. PT Cakrawala Andalas Televisi's public relations activities and responsibilities are leaning towards it's internal and external publics. PT Cakrawala Andalas Televisi's public relations will always build and maintain the good relationship between ANTV Lovers (Fans of ANTV) through programs initiated by PT Cakrawala Andalas Televisi's public relations such as press conference and also meet and greet. During the course of internship programme, practitioner also have to deal with some kind of issues. Not yet knowing what is media monitoring & media registration, situation during production and also how to be a liaison officer. inter student also found ways to dealt with those issues. Such as, practitioner will ask so the possibilities of mistakes will be smaller, and keep learning with the guardians. And, practitioner can have some conclusion from this internship programme.

Key Words: *public relations, antv, public relations programme*