

## **ABSTRAK**

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### **KEGIATAN MARKETING PUBLIC RELATIONS OFFICER PT. TELEVISI TRANSFORMASI INDONESIA**

*Selama melaksanakan kerja profesi di PT. Televisi Transformasi Indonesia, praktikan bekerja dibawah pengawasan serta bimbingan Section Head Public Relations. Dalam kerja profesi, Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam pelaksanaan fungsi Public Relations di PT. Televisi Transformasi Indonesia seperti membuat press release dan kegiatan CSR. Praktikan juga membantu tugas –tugas keseharian Public Relations TransTV seperti membuat media monitoring, mengundang audience, dan melakukan posting di sosial media.*

*Aktivitas dan tanggung jawab Divisi Public Relations PT. Televisi Transformasi Indonesia terfokus pada kegiatan corporate dan offair. Public Relations PT. Televisi Transformasi Indonesia juga selalu menjaga untuk menjalin media relations secara rutin dengan mengadakan beberapa acara yang membuat hubungan Public Relations PT. Televisi Transformasi Indonesia dan media nonTV semakin erat.*

Kata kunci : *Public Relations Corporate, Public Relations offair, Fungsi Public Relations*

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### **ACTIVITY OF MARKETING PUBLIC RELATIONS OFFICER AT PT. TELEVISI TRANSFORMASI INDONESIA**

*During the internship at PT. Televisi Transformasi Indonesia, Practitioner worked under supervision and guidance from Section Head Marketing Public Relations. Practitioner was given a chance to participate and involved directly in Public Relation implementation at PT. Televisi Transformasi Indonesia like making a press release and CSR activities. Practitioner also did daily tasks of TransTV Marketing Public Relations such as making a media monitoring, inviting audience, and posting on social medias.*

*Activities and responsibilities of Marketing Public Relations Division at PT. Televisi Transformasi Indonesia is focused on cooperate and offair activities. Marketing Public Relations PT. Televisi Transformasi Indonesia always establish media relations routinely by holding some events that make relation between Marketing Public Relations PT. Televisi Transformasi Indonesia and nonTV media stronger.*

*Keywords: Public Relations cooperate, public relations offair, public relations function.*