

ABSTRAK

Nadya Aufa Paramitha (2016041103)

KEGIATAN MEDIA RELATIONS PADA DIVISI CORPORATE SECRETARY PT. MEDIA NUSANTARA CITRA TBK (MNC MEDIA)

Selama melaksanakan kerja profesi di PT. Media Nusantara Citra Tbk. atau yang lebih dikenal dengan nama MNC Media, praktikan bekerja dibawah pengawasa serta bimbingan dari Section Head External Communication. Praktikan berkesempatan untuk terlibat langsung dalam kegiatan media relations pada divisi corporate secretary MNC Media yang menjalankan tugas dan fungsi sebagai public relations perusahaan, diantaranya adalah menjalankan konferensi pers, menjalankan perjalanan media, menulis press release dan menjalankan special event, termasuk membantu tugas-tugas keseharian departemen external communication seperti memonitoring media online dan membuat kliping media cetak terkait dengan program dan kegiatan yang dilaksanakan oleh MNC Media setiap bulannya. Dalam menjalankan kegiatan media relations praktikan menggunakan tiga tahap yaitu media management, event management, dan media monitoring analyst. Dalam event management praktikan bertugas untuk terlibat dalam membuat rencana dan strategi acara, lalu dalam event management praktikan bertugas untuk membuat registrasi media, membuat press release, menyiapkan media kit, membuat pointers dan briefing MC, selanjutnya praktikan akan mengevaluasi program dan kegiatan dengan media monitoring analyst melalui media online dan cetak.

Kata kunci : public relations, media relations, media monitoring analyst.

ABSTRACT

Nadya Afa Paramitha (2016041103)

MEDIA RELATIONS ACTIVITIES IN CORPORATE SECRETARY DIVISION PT. MEDIA NUSANTARA CITRA TBK. (MNC MEDIA)

During carrying out professional work at PT. Media Nusantara Citra Tbk. or better known as MNC Media, praktikan work under supervision and guidance from the External Head Section Communication. Praktikan had the opportunity to be directly involved in media relations activities at MNC Media's corporate secretary division that carries out its duties and functions as a public relations company, including running press conferences, running media trips, writing press releases and running special events, including helping the daily tasks of the department external communication such as monitoring online media and making print media clippings related to the programs and activities carried out by MNC Media every month. In carrying out media relations activities, praktikan uses three stages, namely media management, event management, and media monitoring analyst. In event management praktikan tasked to be involved in making plans and strategy events, then in event management praktikan tasked to make media registration, make press releases, prepare media kits, make pointers and MC briefings, then praktikan will evaluate programs and activities with media monitoring analysts through online and print media.

Keywords: public relations, media relations, media monitoring analyst.