

ABSTRAK

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PELAKSANAAN TUGAS MEDIA PLANNER AND MEDIA RELATIONS OFFICER PADA DEPARTEMEN PROMOSI KOMPAS TV

Kompas TV merupakan sebuah institusi media yang mulai mengudara perdana pada tahun 2011, sehingga Praktikan merasa tertarik untuk mempelajari bagaimana kegiatan promosi sebuah perusahaan media yang masih berkembang. Selama melaksanakan kerja profesi di Kompas TV Jakarta, Praktikan bekerja di bawah Divisi Programming dan berada dalam Departemen Promosi dengan di bawah pengawasan serta bimbingan Media Planner and Media Relations Officer. Dalam kerja profesi, Praktikan berkesempatan untuk berpartisipasi dan terlibat langsung dalam pelaksanaan tugas Media Planner and Media Relations di Kompas TV yaitu dalam bidang media plan, Praktikan menjalankan pelaksanaan tugas seperti membuat perencanaan media, membuat monthly media plan, membuat media order, membuat work order, dan melakukan follow-up materi desain. Namun, dalam bidang media relations, Praktikan melakukan tugas meliputi daily check email promo Kompas TV, dan melakukan review penawaran kerjasama pihak eksternal kepada Kompas TV. Aktivitas atau tanggung jawab Departemen Promosi Kompas TV yaitu terfokus pada Promosi On Air yaitu promosi yang ditayangkan di televisi dan Promosi Media Non-TV yaitu promosi yang dilakukan di media selain televisi seperti media cetak, media online, hingga media luar ruang dengan tujuan untuk bagaimana mempromosikan program-program Kompas TV agar dapat meningkatkan jumlah pemirsa dan mendapatkan pemirsa baru melalui kegiatan promosi. Kerja Profesi ini membuat Praktikan dapat mempelajari secara langsung dan memiliki keahlian serta pengetahuan sebagai Media Planner and Media Relations.

Kata kunci : media planner, media relations, promosi

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THE IMPLEMENTATION DUTY OF MEDIA PLANNER AND MEDIA RELATIONS OFFICER AT PROMOTION DEPARTMENT KOMPAS TV

Kompas TV is a media institution that began airing for the first time in 2011, so practitioner feel interested to learn how the promotional activities of a media company that is still growing. During the internship program in Kompas TV Jakarta, practitioner working under Programming Division in Promotion Department within guidance from Media Planner and Media Relations Officer. On the internship program, practitioner had an opportunity to participate and directly involve in Media Planner and Media Relations duties. As a part of Media Plan team, practitioner run the implementation of duties such as making monthly media plan, making media orders, making work orders, and following up design material. Besides, as a part of Media Relations, practitioner did some of the duties such as promotion email daily check of Kompas TV and do the review of cooperation offer from external parties to Kompas TV. Activities and responsibility of Kompas TV Promotion Department are focused in Media On Air Promotion and Media Non TV Promotion. Media On Air Promotion is a promotion that shown on television. Media Non TV Promotion is promotion conducted on a media apart from television such as printed media, online media, and outdoor media in the aim of how to promote Kompas TV programs so it will increase audience number and get new audiences through promotion activities. This internship program makes practitioner can learn directly and have skills and knowledge as a Media Planner and Media Relations officer.

Keywords : media planner, media relations, promotion