

## **ABSTRACT**

**Muhammad Divo Irwansyah (2019041044)**

### **PUBLIC RELATIONS ACTIVITIES AND PROTOCOLS WITHIN LPP TVRI**

*In carrying out Professional Work activities at the TVRI Public Broadcasting Institute (LPP), practitioners get the opportunity to work in the public relations and protocol division which focuses on the Content Creation field, which is guided and supervised directly by the public relations and protocol implementer. In this professional work activity, the practitioner gets the opportunity to be able to carry out or position himself as a public relations officer and protocol in government agencies, besides that the practitioner can also contribute directly to the process of creating design content in the form of posters, banners, billboards etc. pre - production, production, and post-production so that the practitioner is able to channel interest in the field of communication science, especially in the Content Creation section and protocol public relations. In this professional work activity, the practitioner also gains a lot of experience and learning, including the importance of the role of public relations in government agencies. In addition, the practitioner can also contribute significantly about the knowledge that has been learned to real and professional responsibilities.*

**Keywords:** *Public Relations, Protocol, Content Creation.*