

ABSTRACT

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PUBLIC RELATIONS ACTIVITIES AT INSURANCE COMPANY PT JASARAHARJA PUTERA

During the 6 months of carrying out Professional Campus Internship Work at the Insurance Company PT Jasaraharja Putera (JRP Insurance), Practicing joined the Public Relations division and the Customer Complaint Handling Section. PT Jasaraharja Putera is an insurance subsidiary that has a vision of "Becoming the Leading Insurance Company in Indonesia" as a subsidiary of PT Jasa Raharja, under supervision of OJK (Otoritas Jasa Keuangan). Therefore, the practitioner chose to carry out the Independent Campus Professional Work at PT Jasaraharja Putera. Practitioners get instructions and opportunities to become content creators and copy writers by handling content on social media, the company's official website and writing press releases. Being a Public Relations at PT Jasaraharja Putera provides knowledge to Practitioners, to become PR Practitioners who are good at writing well, analyzing a problem, planning content, and building good relations with the mass media and publishing content in the media. Practitioners learn to become a professional PR practitioner who understands the law and ethics of the public relations profession when creating a program or concept for a project from the Public Relations and Customer Complaints Handling Section division. The practitioner is also involved in writing press releases for the need to publish messages through several mass media by going through several stages. There are several courses from the Communication Science Study Program, especially Public Relations that assist the practitioner in carrying out professional work, namely Mass Media Relations Management, Public Relations Ethics and Law, Communication Seminars, Crisis Management and Public Relations Relations Strategies and Tactics. Becoming a PR Practitioner in an insurance company, sharpening high creativity and perseverance for Practitioners.

Keywords: *Program Independent Learning – Independent Campus, Public Relations, Content Creator, Copy Writer, Social Media Content.*