

## ABSTRAK

Kerja Profesi bertujuan agar mahasiswa memahami dan memperoleh wawasan serta pengalaman di dalam dunia kerja. Kerja Profesi dilaksanakan di PT. Indonesia Sport Venture, sebuah perusahaan yang bergerak dalam bidang manajemen olahraga. Pemilihan tempat pelaksanaan kerja profesi tersebut dikarenakan PT. Indonesia Sport Venture merupakan sebuah perusahaan manajemen olahraga yang di dalamnya memiliki bidang kerja sebagai *sport journalist*. *Sport Journalist* pada PT. Indonesia Sport Venture termasuk di dalam divisi *Media Relations & Community Development* yang bertugas mengurus segala bentuk publikasi tim.

Dalam divisi *Media relation & Community Development* praktikan menjalankan tugas sebagai *sport journalist*. Sebagai *sport journalist*, tugas utama praktikan adalah menulis berita-berita internal mengenai tim dan manajemen. Selain bertugas sebagai *sport journalist* praktikan juga ditugaskan di divisi *event coordinator* sebagai *assistant event*. Tugas utama dari *assistant event* adalah mempersiapkan pelaksanaan sebuah *event*, mengkoordinasikan pelaksanaan *event*, dan bertanggung jawab atas pelaksanaan *event* tersebut.

Kata Kunci: Kerja Profesi, Manajemen Olahraga, *Media relations & Community development*.

## **ABSTRACT**

*Work profession intended for student to understand, gained insight experience. Work profession carried out in PT.Indonesia Sport Venture, a company that engaged in the field of sports management. The selection of work place the implementation of the profession because PT.Indonesia Sport Venture is a management company in sport that it had the field of work as sport journalist. Sports journalist in PT.Indonesia Sport Venture included in the division of Media Relations & Community Development to take care of all forms of the publication of the team.*

*In the divisions of Media Relations & Community Development writer perform the task as sport journalist. As sport journalist, the main task of writers is writing internal news about tim and management. Besides serving as a sports journalist with the writers also become the coordinator at the event as assistant event. The main task of assistant event is preparing the implementation of an event, coordinating the implementation of the event, and responsible for the implementation of the event.*

*Key Words: Work Profession, Sports Management, Media Relations & Community Development.*