

ABSTRAK

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“KEGIATAN CORPORATE PUBLIC RELATIONS PADA DIVISI CORPORATE COMMUNICATION PT INDOFOOD SUKSES MAKMUR TBK”

Menghadapi tantangan era Revolusi Industri 4.0, penguasaan soft skill memiliki peran yang sangat penting dalam upaya memenangkan persaingan global. Salah satu cara mahasiswa mengembangkan soft skillnya adalah mencari pengalaman di dunia kerja. Untuk itu, Praktikan melakukan Kerja Profesi di PT Indofood Sukses Makmur Tbk yang merupakan salah satu Perusahaan food and beverages di Indonesia. Selama melaksanakan Kerja Profesi, Praktikan bekerja di Divisi Corporate Communication. Praktikan berkesempatan untuk turut berpartisipasi dan terlibat langsung dalam kegiatan Corporate Public Relations di PT Indofood Sukses Makmur Tbk seperti pembuatan daily news summary, pelaksanaan press conference, pembuatan news report, pembuatan laporan media relations, kegiatan sponsorship, memonitoring regulasi pemerintahan, pembuatan laporan government relations, pembuatan konten artikel majalah perusahaan, pembuatan konten social media dan website perusahaan, pelaksanaan event perusahaan, hingga membantu Departemen Corporate Social Responsibility (CSR).

Aktivitas atau tanggung jawab Corporate Public Relations PT Indofood Sukses Makmur Tbk terfokus pada komunikasi antara internal dan eksternal perusahaan. Corporate Public Relations PT Indofood Sukses Makmur Tbk senantiasa berupaya untuk menjalin dan menjaga hubungan yang baik antar karyawan internal maupun stakeholders eksternal dengan cara mengadakan acara tahunan karyawan dan adanya media internal perusahaan, mensupport acara media dan pemerintahan, membuat acara tahunan untuk media, serta menerima kunjungan dari masyarakat. Hal ini dilakukan untuk terciptanya hubungan yang baik antara perusahaan dengan publiknya serta terbangun reputasi positif.

Kata kunci: Kegiatan Corporate Public Relations, Corporate Communication, Internal Relations, Media Relations, Government Relations, Event, Sponsorship, Corporate Social Responsibility (CSR)

ABSTRACT

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"CORPORATE PUBLIC RELATIONS ACTIVITIES IN THE CORPORATE COMMUNICATION DIVISION OF PT INDOFOOD SUKSES MAKMUR TBK"

Facing the challenges of the Industrial Revolution era 4.0, mastery of soft skills has a very important role in efforts to win global competition. One way students develop their soft skills is to seek experience in the work. For this reason, Praktikan does Professional Work at PT Indofood Sukses Makmur Tbk, which is a food and beverages company in Indonesia. While carrying out Professional Work, Praktikan worked in the Corporate Communication Division. Praktikan had the opportunity to participate and be directly involved in Corporate Public Relations activities at PT Indofood Sukses Makmur Tbk such as making daily news summary, press conference, making news reports, making media relations reports, sponsorship, monitoring government regulations, making government relations reports, creating company magazine article content, creating social media content and company websites, implementing corporate events, and assisting the Corporate Social Responsibility Department (CSR).

PT Indofood Sukses Makmur Tbk's Corporate Public Relations activities are focused on communication between internal and external of the company. Corporate Public Relations PT Indofood Sukses Makmur Tbk always strives to establish and maintain good relations between internal employees and external stakeholders by holding employee annual events and having company internal media, supporting media and government events, making annual events for the media, and receiving visits from the community. This is done to create a good relationship between the company and its public and also build a positive reputation.

Keywords: Corporate Public Relations Activities, Corporate Communication, Internal Relations, Media Relations, Government Relations, Event, Sponsorship, Corporate Social Responsibility (CSR)