

## **ABSTRACT**

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### **PRACTICE OF PUBLIC RELATIONS DIVISION AT LPPNPI AIRNAV INDONESIA HEAD OFFICE**

*The public relations industry which is increasingly developing in the technology, information and communication sectors is something that cannot be avoided. The importance of the role of public relations in taking advantage of this is an opportunity to be able to carry out the work, role and function of public relations more optimally. This is the background for practitioners carrying out professional work activities at the LPPNPI AirNav Indonesia Public Company as public relations staff in the scope of the aviation navigation business. While carrying out Professional Work (KP) as one of the practical public relations staff, the main task and responsibility is to edit the news production of "AirNav Daily Contributor News", namely news segmentation for all AirNav branches in Indonesia. This is related to the ability to practice writing and editing by looking at news angles that are suitable for broadcast. The practice succeeded in posting more than two news stories on Instagram @airnavindonesia. Apart from that, practitioners also carry out several other public relations activities and several other forms of publication such as being an MC, producing video clips, managing special events and carrying out publicity. Through professional work practices that practitioners carry out, the relevance of theory and field practice is in harmony. Some gaps lie in the importance of the role of public relations in being able to really understand how the media wants to see news. Therefore, it is important for a publicist to have skills and knowledge about the world of journalism as a whole. Because information is increasingly massive, a publicist needs the media to be able to convey messages for the sustainability and image of the company in the future.*

**Keywords:** *Public relations, Public relations Staff, News Production, Flight Navigation.*