

## **ABSTRACT**

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### **PELAKSANAAN KERJA PROFESI PADA DIVISI CORPORATE COMMUNICATION PT MNC KAPITAL INDONESIA TBK**

The intern completed their professional internship at PT MNC Kapital Indonesia Tbk for approximately three months. They were placed in the corporate communication division. The importance of a corporate communication division for a company lies in maintaining its reputation and fostering good relationships with stakeholders. Talking about corporate reputation, the corporate communication division plays a crucial role in maintaining good relationships with employees and is also involved in decision-making. The professional internship significantly expanded the intern's knowledge and insights into corporate communication activities within the financial services industry. During the internship, the intern had the opportunity to actively participate in various corporate communication activities, including event management, internal corporate communication, media monitoring, and investor gatherings. Throughout their time at PT MNC Kapital Indonesia Tbk, the intern gained valuable insights into corporate communication practices. After three months of professional internship, the intern came to realize the significance of the annual report writing process for company reporting. They also gained a comprehensive understanding of event management from the company's perspective. Then, the intern understand the importance of media monitoring to observe the company's developments on social media.

**Keywords:** Professional Internship, Corporate Communication, PT MNC Kapital Indonesia Tbk.