

ABSTRACT

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IMPLEMENTATION OF COMMUNITY RELATIONS AND CUSTOMER SERVICE AT PT PELINDO REGIONAL 2 SUNDA KELAPA

In the current era of development, students are expected to gain practical experience before entering the world of work. Pembangunan Jaya University has integrated Professional Work as one of the requirements for obtaining a Bachelor's Degree (S1) in the Communication Science study program. This program provides students with the opportunity to experience direct practice in the world of work. Professional work practices are carried out by students at the company PT. Pelabuhan Indonesia (Persero) Regional 2 Sunda Kelapa, with a focus on the areas of Communication, Public Relations and Customer Service. PT. Pelabuhan Indonesia (Persero) Regional 2 Sunda Kelapa is a company that operates in the logistics sector, especially in port management and development. In his practical participation in the company PT. Indonesian Harbor (Persero) Regional 2 Sunda Kelapa. The intern is responsible for carrying out tasks in the Commercial Public Relations and Customer Service division. After carrying out professional work for 3 months, practitioners can find out about the work process in the Commercial Public Relations and Customer Service division, especially in carrying out relationships with service user companies. The lecture material applied to this company is in the form of public relations writing, an introduction to public relations, and event management.

Keywords: PT Pelabuhan Indonesia (Persero) Regional 2 Sunda Kelapa, Commercial Public Relations and Customer Service