

ABSTRACT

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CUSTOMER RELATION OFFICER ACTIVITIES IN THE PUBLIC RELATIONS DIVISION AT THE PALBATU BATIK HOUSE IN JAKARTA

Carrying out Professional Work at Rumah Batik Palbatu, a company in the field of education and art, provides interesting experiences related to Indonesian cultural heritage. As a member of the public relations team, the practitioner is involved in various tasks that include customer relation officer, planning, implementation, evaluation, and knowledge related to product knowledge and organizing special events. In the role of the public relations team, practitioners have the opportunity to be directly involved in activities that allow learning about various aspects of work in the team. The main tasks involved establishing positive relationships with clients, acting as the main contact in communicating with clients, planning activities, helping clients meet their needs, and facilitating communication between internal and clients. In addition, practitioners are also involved in additional work related to product knowledge and special events, where they contribute to team teaching to ensure the smooth running of activities and provide education related to batik. Through these various activities, practitioners gained insight into the importance of building effective communication with internal and external parties, considering that communication is a key factor in maintaining good relationships and conveying information clearly and accurately.

Keywords: *customer relationship officer, planning, implementation, evaluation, and special event*