

ABSTRACT

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CONTENT MANAGEMENT ACTIVITIES IN THE INFORMATION AND PROMOTION DIVISION AT THE BATAM BUSINESS AGENCY REPRESENTATIVE OFFICE

Every company needs functioning public relations to enhance its reputation both externally and internally. Universitas Pembangunan Jaya offers a course in Professional Work so that students can implement their knowledge in the working world. The Professional Work course is one of the graduation requirements to obtain a Bachelor's degree (S1) in the Communication Science program. Practitioners undertake professional work at the Office of the Batam Industrial Development Authority Representative in the Information and Promotion Subdivision, with their main tasks being research (fact-finding) and media production. The Batam Industrial Development Authority Representative Office is a government agency that manages, develops, and builds areas in Batam City, Riau Islands. In their participation, practitioners are responsible for researching information, which will later be produced through poster design, tables, and budget plans. After completing their professional work for nearly three months, practitioners understand the fact-finding process, both primary and secondary, until producing a result uploaded on the website and printed physically. The course materials applied in this company include Public Relations Strategy and Tactics, Public Relations Writing, and Introduction to Public Relations.

Keywords: Batam Industrial Development Authority Representative Office, Research (fact-finding), Media Production