

ABSTRACT

Raga Sandy Ramadiyan (2020041079)

INTERNAL MEDIA OFFICER ACTIVITIES AT JNEWSONLINE NEWS PORTAL IN PT TIKI JALUR NUGRAHA EKAKURIR (JNE)

During the Professional Work Practice at JNE, I served as an Internal Media Officer under the guidance and supervision of the Media Communication department. Throughout the period of the Professional Work Practice, I was given the opportunity to apply the materials related to Public Relations Strategy, Online Journalism, Online Public Relations, Public Relations Writing, and New Media Communication. In the application of these materials, I was tasked with assisting in the creation of infographics for a web portal. I went through several stages, including planning, research, and execution of the infographics with visually appealing designs. During the planning stage, I engaged in discussions with the internal media division. Moving on to the research phase, I gathered data and information that would serve as the basis for creating the infographics. After completing these two stages, I executed the visualization of the infographics, which were later uploaded to the JNEWS news portal. The key takeaways I gained as an Internal Media Officer included the necessity of understanding and processing data based on research findings, having sensitivity to identify various phenomena, understanding effective writing techniques, and being aware of current topics and discussions within the primary target audience of JNEWS.

Keywords: *Internal Media Officer, JNEWSONLINE, Infographics, Online Media*