

ABSTRACT

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MEDIA RELATIONS OFFICER ACTIVITIES IN PUBLIC RELATIONS DIVISION OF PT. NET MEDIATAMA

Public relations or PR itself is the practice of managing the communication of information between an organization and its public, including media, investors, customers, employees or internal stakeholders, and other interested parties. Therefore, every company undoubtedly needs PR, and it is important for them to have PR within their organization. This also applies to media companies and television entertainment companies, which require PR to act as a bridge between the company and its audience or public, as well as various other stakeholders. PR is responsible for building a positive image and reputation for the company and establishing a favorable brand image related to the products and services offered by the company. In various PR activities conducted within a company, there is a specific field of work responsible for building and maintaining a good relations with the media, known as media relations. This is also related to the job responsibilities of a practitioner during their professional internship at the television mass media company PT. NET Mediatama as a PR intern in the public relations division. In general, the main job of the PR division at NET TV is to facilitate communication between the company and stakeholders, fostering good relations and cooperation with various parties, especially with media personnel. In this regard, media relations activities are also the primary responsibilities and tasks of the practitioner during their professional internship at NET TV. Additionally, there are other supplementary tasks such as conducting corporate social responsibility (CSR) activities, serving as customer service to assist the NET TV IT team in helping viewers having trouble accessing NET TV channels, and many more.

Keywords: Internship, PT. Net Mediatama, Public Relations, Media Relations