

ABSTRACT

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MEDIA COVERAGE OF THE COOPERATIVE WORK TEAM ACTIVITIES AT THE MINISTRY OF TRADE

This research describes how communication is structured and implemented within a public institution, particularly in the effort to achieve organizational goals by considering the crucial role of mass media in this process. The Public Relations Division, specifically the Media Coverage section, plays a central role in assisting the Ministry of Trade in disseminating information to the public. The intern observed how tasks related to media, such as writing, editing, reporting, and content production, all bear relevance to the functions of Public Relations. During a 6-month internship, the intern undertook tasks relevant to the field of Public Relations, particularly in preparing Press Releases and maintaining good relationships with the media. The intern's experience was also related to successfully applied coursework, such as Online Journalism, Mass Media Relations Management, Crisis Management, Public Relations Law and Ethics, and Communication Seminars.

Keywords: *Mass Media, Coverage, Information*