

ABSTRACT

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MEDIA MONITORING PRACTICE IN PT ROBAGU KREASI

Media Monitoring is an activity to collect and monitor various kinds of information from mass media. The information that will be summarized is information related to an agency or company that the practitioner represents. The mass media that practitioners are involved in carrying out their duties as media monitors are online media news platforms, electronic media and print media. Media Monitoring itself is one of the duties of a PT. Robagu Kreasi is tasked with carrying out media monitoring regarding client companies on a regular basis, especially after the client company has held an event and is entangled in an issue or crisis. What practitioners do as media monitors is looking for information by entering keywords regarding the information they want to analyze. The practitioner will check the contents of the content regarding its truth, as well as whether the information written sounds positive, negative or neutral regarding the company. As a media monitor, the practitioner is required to be neutral regarding the client company, because reports regarding information obtained from the mass media must be submitted truthfully, without adding or reducing the value of the news content. Media monitoring practitioners must also have as many relationships with the media as possible. The purpose of media relations itself is to open the way or access for practitioners to get as much information as possible regarding the company. The courses related to assembly work are Event Management, Public Relations Production, Organizational Communication, Public Relations Strategy and Tactics, and Media Management.

Keyword: Media Monitoring, Mass Media, Media Relations