

ABSTRACT

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EVENT MANAGEMENT ACTIVITIES IN THE MARKETING COMMUNICATION DIVISION AT PT MERAH PUTIH MEDIA

In undertaking the professional work activities required as part of completing a bachelor's degree in Communication Studies at Universitas Pembangunan Jaya, the intern joined PT Merah Putih Media and was placed in the Marketing Communication division. During this internship, the intern studied various aspects related to the design, preparation, and execution of the company's special events, which closely align with the material covered in the Event Management course. This process involved detailed stages from event concept planning, resource organization, to effective and efficient event execution. The intern actively participated in every stage, from drafting event proposals, designing budgets, to coordinating with various related parties to ensure smooth event execution.

The intern delved into the roles and functions of Public Relations (PR) in efforts to build and maintain good relationships with various parties, both internal and external to the company. This included effective communication strategies, issue management, and corporate image management. The intern learned how to compose press releases, manage the company's social media, and establish relationships with media and business partners. This experience provided the intern with practical and comprehensive understanding of how the theories learned in the classroom are applied in the real working world.

Through this professional work, the intern had the opportunity to develop practical skills in the fields of communication and public relations, strengthen adaptability in a dynamic work environment, and enhance teamwork abilities. This entire experience not only enriched the intern's knowledge in the field of communication but also prepared them to face future professional challenges. Thus, this professional work became a valuable experience that bridged academic theory and industry practice, and helped shape the intern's competence as a future professional in the field of Communication Studies.

Keywords: Special Events, Public Relations, Marketing Communication