

## ABSTRACT

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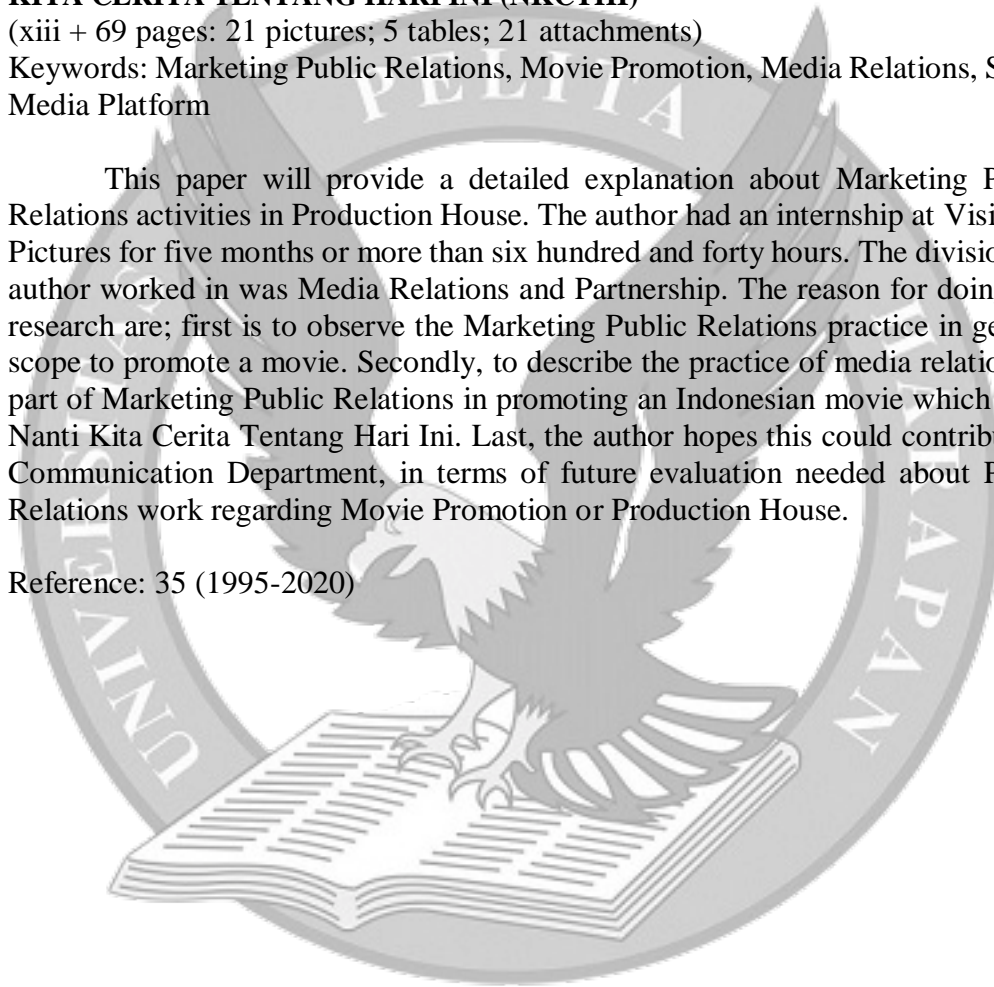
**THE USE OF MEDIA RELATIONS AS A TOOL OF MARKETING PUBLIC RELATIONS AT VISINEMA PICTURES TO PROMOTE THE MOVIE NANTI KITA CERITA TENTANG HARI INI (NKCTHI)**

(xiii + 69 pages: 21 pictures; 5 tables; 21 attachments)

Keywords: Marketing Public Relations, Movie Promotion, Media Relations, Social Media Platform

This paper will provide a detailed explanation about Marketing Public Relations activities in Production House. The author had an internship at Visinema Pictures for five months or more than six hundred and forty hours. The division the author worked in was Media Relations and Partnership. The reason for doing this research are; first is to observe the Marketing Public Relations practice in general scope to promote a movie. Secondly, to describe the practice of media relations as part of Marketing Public Relations in promoting an Indonesian movie which titled Nanti Kita Cerita Tentang Hari Ini. Last, the author hopes this could contribute to Communication Department, in terms of future evaluation needed about Public Relations work regarding Movie Promotion or Production House.

Reference: 35 (1995-2020)



## ABSTRAK

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***PENGUNAAN MEDIA RELATIONS SEBAGAI ALAT MARKETING PUBLIC RELATIONS DI VISINEMA PICTURES UNTUK MEMPROMOSIKAN FILM NANTI KITA CERITA TENTANG HARI INI (NKCTHI)***

*(xiii + 69 pages; 21 pictures; 5 tables; 21 attachments)*

*Kata Kunci: Marketing Public Relations, Movie Promotion, Media Relations, Social Media Platform*

*Laporan ini akan memberikan penjelasan secara detail tentang kegiatan Marketing Public Relation di rumah produksi. Penulis melaksanakan magang di Visinema Pictures selama lima bulan atau lebih dari enam ratus empat puluh jam. Divisi tempat penulis bekerja adalah Media Relations and Partnership. Alasan dilakukannya penelitian ini adalah; Pertama, mengamati praktik Marketing Public Relations dalam lingkup umum untuk mempromosikan sebuah film. Kedua, mendeskripsikan praktik media relations sebagai bagian dari Marketing Public Relation dalam mempromosikan film Indonesia berjudul Nanti Kita Cerita Tentang Hari Ini. Terakhir, penulis berharap dapat memberikan kontribusi bagi Jurusan Ilmu Komunikasi, dalam hal evaluasi kedepannya yang dibutuhkan tentang pekerjaan Public Relations mengenai promosi film atau rumah produksi.*

*Referensi: 35 (1995-2020)*