

## ABSTRAK

Sylvanja Jessica (01041180144)

### **PERAN *EXTERNAL CORPORATE COMMUNICATION* PT FREEPORT INDONESIA DALAM MEMBANGUN *CORPORATE BRADING***

(xiv + 90 halaman: 42 gambar; 11 lampiran)

Kata kunci : *Public Relations, External, Internal, Corporate Communication, Corporate Branding, Generasi Z, Media Sosial*

Komunikasi merupakan salah satu faktor terpenting didalam sebuah perusahaan. *Public relations* merupakan salah satu bentuk dari kegiatan komunikasi tersebut. Dalam sebuah perusahaan *public relations* berperan penting didalam proses *corporate branding* terhadap masyarakat. Dalam hal ini komunikasi terbagi menjadi *internal* dan *external*. *Internal* yaitu program pelatihan untuk karyawan dan *external* yaitu melalui media sosial.

PT Freeport Indonesia merupakan perusahaan yang bergerak di bidang pertambangan tembaga. Tujuan dari magang ini yaitu mengetahui peran dari *external communication* PT Freeport Indonesia dalam upaya *corporate branding* serta untuk mempelajari aktivitas *external corporate communication* pada PT Freeport Indonesia dengan cara membuat konten melalui media sosial, mengadakan webinar bekerja sama dengan lembaga pendidikan dan mengadakan lomba-lomba saat *event* tertentu .

Pemegang ditempatkan pada divisi *external affairs* yang membawahi divisi *external corporate communication* dan berhubungan langsung dengan kegiatan *public relations*. Pemegang memiliki tugas yaitu melakukan *review wording* untuk media sosial perusahaan, melakukan *survey* kepada generasi Z tentang pandangan mereka terhadap PT Freeport Indonesia, membuat *editorial plan*, membuat konsep *public relations plan*, dan berbagai kegiatan *public relations* lainnya. Pemegang juga mempelajari kegiatan lain seperti *media relations, paid media* dan *monitoring media*.

Referensi: 32 (2008-2021)

## ABSTRACT

Sylvanja Jessica (01041180144)

### **PT FREEPORT INDONESIA'S EXTERNAL CORPORATE COMMUNICATION ROLE IN BUILDING CORPORATE BRANDING**

(xiv + 90 pages: 42 pictures; 11 attachments)

Keywords : Public Relations, External, Internal, Corporate Communication, Corporate Branding, Generation Z, Social Media

Communication is one of the essential factors in a company. Public Relations becomes one of the communication activities involved within the company. In a company, public relations play an important role in the process of corporate branding towards the public. In this case, communication is distinguished into internal and external communication. Internal communication involves employees program, while external communication is through media, which is social media.

PT. Freeport Indonesia is a company in the copper mining sector. The purpose of this internship is to discover the role of external communication of PT. Freeport Indonesia in the effort of corporate branding, and to learn external corporate communication activities in PT. Freeport Indonesia. The activities conducted by the Intern include producing social media content, holding webinars, which collaborated with education institutions, and managing competitions on certain events.

The intern is placed in the external affairs division which oversees the external corporate communication division, and these divisions are directly related to the public relations activities. The intern had the tasks of conducting a wording review for the company's social media, conducting a survey to Generation Z about their view towards PT Freeport Indonesia, making an editorial plan, drafting a public relations concept, and other public relations activities involved. The Intern also learn other activities, such as media relations, paid media, and media monitoring.

Reference: 32 (2008-2021)