

ABSTRAK

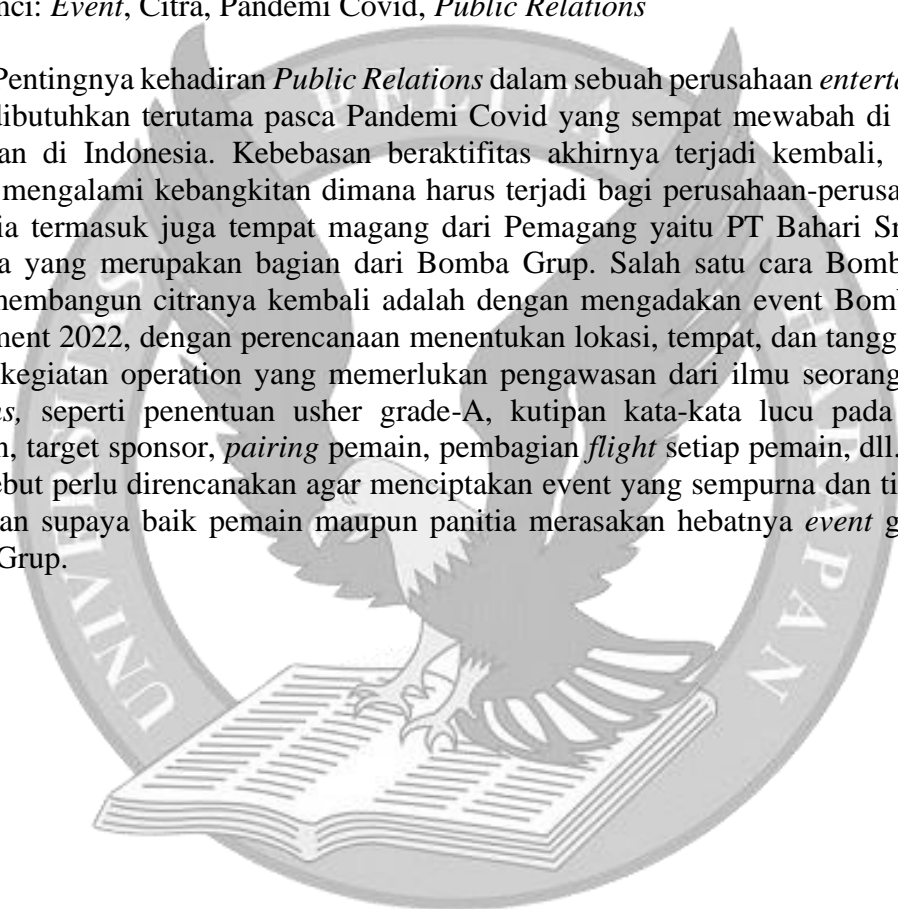
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EVENT BOMBA GOLF TOURNAMENT 2022 PT BAHARI SRIWIJAYA EKAKARSA SEBAGAI UPAYA PEMBANGUNAN CITRA BOMBA GRUP

(xviii + 62 halaman : 22 gambar ; 11 lampiran)

Kata kunci: *Event*, *Citra*, *Pandemi Covid*, *Public Relations*

Pentingnya kehadiran *Public Relations* dalam sebuah perusahaan *entertainment* sangat dibutuhkan terutama pasca Pandemi Covid yang sempat mewabah di seluruh dunia dan di Indonesia. Kebebasan beraktifitas akhirnya terjadi kembali, industri hiburan mengalami kebangkitan dimana harus terjadi bagi perusahaan-perusahaan di Indonesia termasuk juga tempat magang dari Pemegang yaitu PT Bahari Sriwijaya Ekakarsa yang merupakan bagian dari Bomba Grup. Salah satu cara Bomba Grup dalam membangun citranya kembali adalah dengan mengadakan event Bomba Golf Tournament 2022, dengan perencanaan menentukan lokasi, tempat, dan tanggal, serta seluruh kegiatan operation yang memerlukan pengawasan dari ilmu seorang *Public Relations*, seperti penentuan usher grade-A, kutipan kata-kata lucu pada banner lapangan, target sponsor, *pairing* pemain, pembagian *flight* setiap pemain, dll. Semua hal tersebut perlu direncanakan agar menciptakan event yang sempurna dan tidak ada kekacauan supaya baik pemain maupun panitia merasakan hebatnya *event* golf dari Bomba Grup.



ABSTRACT

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BOMBA GOLF TOURNAMENT 2022 EVENT PT BAHARI SRIWIJAYA EKAKARSA AS AN EFFORT TO BUILD BOMBA GROUP CORPORATE IMAGE

(xviii + 62 pages : 22 pictures ; 11 attachments)

Keywords: Event, Image, Covid Pandemic, Public Relations

The importance of the presence of Public Relations in an entertainment company is urgently needed, especially after the Covid Pandemic which was endemic throughout the world and in Indonesia. Freedom of activity has finally returned, the entertainment industry has experienced a renaissance which must occur for companies in Indonesia, including the apprenticeship site for Interns, namely PT Bahari Sriwijaya Ekakarsa which is part of the Bomba Group. One way for the Bomba Group to rebuild its image is by holding the Bomba Golf Tournament 2022 event, with a plan to determine the location, place and date, as well as all operational activities that require supervision from the knowledge of a Public Relations, such as determining grade-A ushers, quote said -funny words on field banners, target sponsors, player pairings, division of flights for each player, etc. All of these things need to be planned in order to create a perfect event and there is no chaos so that both the players and the organizers can feel the great golf event from the Bomba Group.