

## **ABSTRAK**

Yudi Pratama (00000010450)

### **AKTIVITAS PUBLIC RELATIONS DI KONSULAT JENDERAL REPUBLIK INDONESIA (KJRI) PERTH**

(vi + 106 halaman: 40 gambar; 18 lampiran)

Kata kunci: *Public Relations*, Citra Positif, Media Sosial, Instagram

*Public Relations* merupakan seni menciptakan pengertian publik yang lebih baik sehingga dapat memperdalam kepercayaan publik terhadap suatu individu/organisasi. Seorang *Public Relations* bertanggung jawab untuk memberikan informasi, mendidik, meyakinkan, meraih simpati, dan membangkitkan ketertarikan masyarakat akan sesuatu atau membuat masyarakat mengerti dan menerima sebuah situasi. Dalam hal ini aktivitas *Public Relations* Konsulat Jenderal Republik Indonesia (KJRI) Perth berupaya membuat kegiatan-kegiatan untuk mempertahankan, menciptakan, dan memelihara pengertian Bersama antara KJRI Perth dan publiknya.

Magang kerja yang dijalani selama 640 jam kerja oleh pemagang, selama bertugas di Konsulat Jenderal Republik Indonesia (KJRI) Perth dan ditempatkan di Departemen Fungsi Pensosbud (Penerangan Sosial dan Budaya), Fungsi Konsuler dan Fungsi Ekonomi, secara akademis pemagang banyak mendapat tambahan ilmu dan pengalaman sebagai *Public Relations*. Secara praktis pemagang dapat lebih mengerti bagaimana bekerja sebagai seorang *Public Relations* dan serta menjalankan fungsi dan perannya sebagai jembatan kepada public perusahaan dan juga menjalankan program magang sehingga dapat lebih memahami bagaimana *Public Relations* berkerja di perwakilan pemerintahan luar negeri. Kegiatan *Public Relations* menjadi sangat penting di Konsulat Jenderal Republik Indonesia (KJRI) Perth untuk membangun *image* positif yang terkait dengan reputasi KJRI dimata masyarakat Indonesia khususnya yang tinggal dan beraktivitas di Perth.

Refrensi: 56 (2004-2019)

## ABSTRACT

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### **PUBLIC RELATIONS ACTIVITIES IN GENERAL CONSULATE OF THE REPUBLIC OF INDONESIA (KJRI) PERTH**

(vi + 106 Pages: 40 Pictures; 18 attachments)

Key Words: Public Relations, Positive Image, Social Media, Instagram

Public Relations is the art of creating better public understanding so that it can deepen public trust in an individual / organization. A Public Relations is responsible for providing information, educating, convincing, gaining sympathy, and arousing public interest in something or making people understand and accept a situation. In this case the Public Relations activities of the Consulate General of the Republic of Indonesia (KJRI) Perth strive to make activities to maintain, create and maintain a common understanding between KJRI Perth and its public.

Internship work carried out for 640 working hours by apprentices, while serving in the Consulate General of the Republic of Indonesia (KJRI) Perth and placed in the Department of Social and Cultural Function (Social and Cultural Information), Consular Functions and Economic Functions, academically many apprentices receive additional knowledge and experience as a Public Relations. Practically the apprentice can better understand how to work as a Public Relations and as well as carry out their functions and roles as a bridge to the public company and also carry out an internship program so that they can better understand how Public Relations work in foreign government representatives. Public Relations activities are very important in the Consulate General of the Republic of Indonesia (KJRI) Perth to build a positive image related to the Consulate General's reputation in the eyes of the Indonesian people, especially those who live and have activities in Perth.

References: 56 (2004-2019)