

TABLE OF CONTENTS

	Page
TITLE PAGE	i
FINAL PROJECT AUTHENTICITY STATEMENT	ii
ADVISOR APPROVAL SHEET	iii
FINAL PROJECT EXAMINER'S APPROVAL	iv
ABSTRACT	v
ACKNOWLEDGEMENTS	vii
TABLE OF CONTENTSix
LIST OF FIGURES	xii
LIST OF TABLES.....	xiv
LIST OF CHARTS.....	xv
LIST OF APPENDICES	xvi
CHAPTER I INTRODUCTION	1
1.1 Background of the Study	1
1.2 Purpose of the Internship	9
1.3 Scope and Limitation	9
1.4 Period and Location of the Internship	10
CHAPTER II LITERATURE REVIEW	11
2.1 Public Relations	11
2.1.1 The Functions of Public Relations.....	13
2.1.2 The Roles of Public Relations.....	16
2.2 Media Relations	18
2.2.1 The Essence of the Media.....	19
2.2.2 Media News Stories.....	19
2.2.3 Varities of Channels to the Media.....	21
2.2.4 Factors Affecting the Audience	29
CHAPTER III COMPANY OVERVIEW AND INTERNSHIP EXECUTION	33
3.1 Company Overview	33
3.1.1. Company Organizations Structure.....	40
3.1.2. Vision and Mission	40
3.1.3. Company Business Models	41
3.1.4. Company Values.....	42
3.1.5. Company Ecosystems	43
3.1.6. Achievement and Awards.....	44
3.1.7. Target Market.....	45
3.1.8 Media Communications.....	46
3.2 Internship Execution	51
3.2.1 Activities of Administrative Scope.....	51

CHAPTER IV	DESCRIPTION OF THE INTERNSHIP AND	
DISCUSSION		53
	3.2.2 Activities of Operational Scope	51
	4.1 Description of the Internship	53
	4.2 Discussion of the Internship	56
	4.2.1 Public Relations Writing	56
	4.2.2 Contacting the Media	66
	4.2.3 Research	67
	4.2.4 Media Monitoring	68
	4.2.5 Events	71
	4.2.6 Publicity Stunts	74
	4.2.7 Prepare Press Kits	76
CHAPTER V	CONCLUSION AND SUGGESTION	79
	5.1. Conclusion	79
	5.2. Suggestion	79
REFERENCES		
APPENDICES		
CURRICULUM VITAE		

LIST OF FIGURES

Figure 1.1 Blibli.com officialy acquisitions Tiket.com	4
Figure 1.2 Blibli.com current Layout for Website via Browse.....	6
Figure 3.1 Blibli.com's	33
Figure 3.2 Blibli.com Desktop Layout.....	34
Figure 3.3 Blibli.com Applications Layout.....	35
Figure 3.4 Blibli.com's Business Model.....	41
Figure 3.5 Blibli.com's Ecosystems	43
Figure 3.6 Blibli.com/Friends Website Layout.....	46
Figure 3.7 Blibli.com's Instagram Layout.....	47
Figure 3.8 Blibli.com's Twitter Account.....	48
Figure 3.9 Blibli.com's Youtube Layout	49
Figure 3.10 Blibli.com's Facebook Layout	50
Figure 4.1 Kabar Terbaru written by The Intern on August 2018 source: Blibli.com/friends.....	58
Figure 4.2 Kabar Terbaru Written by the Intern on September 2018	59
Figure 4.3 Kabar Terbaru Written by the Intern on October 2018 source: Blibli.com.....	60
Figure 4.4 Kabar Terbaru Written by the Intern on November 2018 Source: Blibli.com.....	61
Figure 4.5 Kabar Terbaru Written by the Intern on December 2018 Source: Blibli.com.....	62
Figure 4.6 One of the Example of Press Release's Draft Written by the Intern....	65
Figure 4.7 The Intern Contacting the Media for Blibli.com's Event.....	66
Figure 4.8 Research for 12.12 Blibli.com	67
Figure 4.9 Research for 12.12 Blibli.com	67
Figure 4.10 Media Monitoring Report in Excel Made by the Intern	68
Figure 4.11 Monitoring Report in Excel Made by the Intern	69
Figure 4.12 Media Monitoring Report in presentations made by the intern	69
Figure 4.13 Media Monitoring Report in Presentations Made by the Intern	70
Figure 4.14 Big Bang Jakarta Press Conference	71
Figure 4.15 Big Bang Jakarta Press Conference (Sr. Media Relations Blibli.com (left) with Intern (right)).....	72
Figure 4.16 Press Conference Blibli.com Superliga Junior 2018	73
Figure 4.17 The Distributions of ACT x Blibli.com	74
Figure 4.18 Disributions of ACT x Blibli.com at Blibli.com's Warehouse Cawang	75
Figure 4.19 Progress of Preparing Press Kits.....	76
Figure 4.20 Process of Preparing Press Kit Source: personal documentations....	77

LIST OF TABLES

Table 2.1 Individually Targeted Channels	22
Table 2.2 Broadly Targeted Channels.....	24



LIST OF CHARTS

Chart 3.1 Company Organization Structure.....	40
Chart 4.1 Guidance.....	57
Chart 4.2 PR Writing Procedure	64
Chart 4.3 Press Kits Preparations Procedure.....	78



LIST OF APPENDICES

	Page
APPENDIX A	
Monitoring Form for Internship Guidance	A-1
Internship Program Enrollment Form	A-2
Approval Letter from Blibli.com	A-3
Internship Attendance List	A-4
Internship Placement Information	A-5
Intern's Job Description	A-6
Intern's First Performance Evaluation Check-list	A-7
Intern's Final Performance Evaluation Check-list	A-8
Questioner for Employers / Company about Internship Program	A-9
Questioner for Intern about Internship Program	A-10
 APPENDIX B	
Draft Press Release Blibli Histeria 11.11 Jerat Jerit	B-1
Example of Kabar Terbaru Blibli.com.....	B-2
Lists of Blibli.com Media's Contact	B-3
Example of Public Relations Report	B-4