

ABSTRAK

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PERAN *ACCOUNT EXECUTIVE* PADA PENGELOLAAN *MEDIA PARTNERS, PR CAMPAIGN & SPONSORSHIP* BALI UNITED FOOTBALL CLUB

(xiv + 72 halaman: 50 gambar; 10 lampiran)

Kata kunci: *Public Relations, Sponsorship, Media Relations*, Komunikasi, Kampanye, Pemasaran.

Keberhasilan sebuah perusahaan bergantung pada pengelolaan hubungan baik dengan mitranya dalam menjalankan suatu kegiatan bisnis. *Public relations* berperan besar pada pengelolaan tersebut, tanggung jawab yang dimiliki dan strategi yang digunakan dalam *public relations* akan menentukan hasil yang baik. Bali United Football Club menerapkan strategi *public relation* pada karyawannya yang bekerja sebagai *account executive* dalam mengelola setiap kerja sama. Komunikasi digunakan perusahaan untuk menyampaikan informasi kepada publik, sehingga *media relations* mengambil peran pada aktivitas *media partners* dalam mendukung kegiatan perusahaan baik untuk komunikasi internal dan eksternal serta periklanan sebagai kegiatan pemasaran.

Pemegang ditempatkan di Divisi PR & *Sponsorship* untuk mengelola aktivitas *media partners*, mengembangkan kampanye, membuat *press release* dan memastikan keberlanjutan kerja sama sponsor Bali United Football Club. Segala kegiatan perusahaan yang menerapkan ilmu komunikasi dan *public relations* telah pemegang laksanakan untuk mencapai tujuan perusahaan yaitu menyalurkan keuntungan bagi pihak sponsor dan perusahaan, serta mengembangkan *engagement* Bali United bersama publik.

Referensi: 23 (2011-2020)

ABSTRACT

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THE ROLE OF ACCOUNT EXECUTIVE IN MANAGING BALI UNITED FOOTBALL CLUB'S MEDIA PARTNERS, PR CAMPAIGN & SPONSORSHIP

(xiv + 72 pages: 50 pictures; 10 attachments)

Keywords: Public Relations, Sponsorship, Media Relations, Communication, Campaign, Marketing.

The success of a company depends on how they manage a good relationship with their partners in business activities. Public relations took a big role in company's management, the responsibilities and strategies in public relations will determine a good result. Bali United Football Club applies public relations strategy through their employees who work as an account executive in managing business partnership. Communication is used by the company to deliver information to the public, so that media relations play a role in media partners activity, supporting company's internal and external communication, also marketing advertisement.

Intern is placed in the PR & Sponsorship Division for managing media partners activity, develop campaign, make press releases and ensure the continuation of sponsor's partnership with Bali United Football Club. All activities that apply organization communication and public relations have been done by intern to achieve the company's goals, ensuring the sponsor's and the company's profit, as well to develop Bali United's engagement with public.

References: 23 (2011-2020)