

## Analisis Media Relations dalam Upaya Menciptakan Publisitas Organisasi Jakarta Movement of Inspiration (JKTMOVEIN) = Analysis of Media Relations as in Effort to Create Jakarta Movement of Inspiration (JKTMOVEIN) Organization's Publicity

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Abstrak

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Tugas praktisi PR adalah menciptakan publisitas melalui kerja sama dengan pihak pers/wartawan dengan tujuan menguntungkan citra lembaga atau organisasi yang diwakilinya melalui fungsi media relations. Organisasi Jakarta Movement of Inspiration (JKTMOVEIN) memperkenalkan identitas organisasi dan rangkaian acara perdananya "Musikal Sekolah" melalui media massa dan online yang melibatkan peran media relations. Analisis pada kegiatan media relation Organisasi JKTMOVEIN menunjukkan bahwa upaya tersebut berhasil baik. Hal ini tampak dari hasil publisitas organisasi yang optimal di berbagai media massa yang dipilih menjadi media partner.

**ABSTRACT**

PR practitioners task is to create publicity through cooperation with the press / journalists with the aim of favorable image of the institution or organization represented through media relations function. Jakarta Organization Movement of Inspiration (JKTMOVEIN) introduced the organization's identity and the series premiere "the School Musical" through mass media and online that involve the role of media relations. Analysis on the activities of media relations JKTMOVEIN Organization show that the effort is successful. This is evident from the results of optimal organizational publicity in various media were chosen as media partner.