



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

INTERNSHIP REPORT



THE ROLE OF THE MARKETING COMMUNICATION & PUBLICITY DIVISION IN PROMOTING TV PROGRAMS AT MNC MEDIA

PASHA KRISNA MULYA
2208411001

POLITEKNIK
NEGERI
JAKARTA

ENGLISH FOR BUSINESS AND PROFESSIONAL
COMMUNICATION STUDY PROGRAM

BUSINESS ADMINISTRATION DEPARTMENT

DEPOK

2025



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

STATEMENT OF APPROVAL

STATEMENT OF APPROVAL

a. Title : THE ROLE OF THE MARKETING
COMMUNICATION & PUBLICITY DIVISION
IN PROMOTING TV PROGRAMS AT MNC
MEDIA

b. Author :
1) Name : Pasha Krisna Mulya
2) Student ID : 2208411001

c. Study Program : English for Business and Professional
Communication

d. Major : Business Administration

e. Duration : 30 January – 30 May 2025

f. Place of Activities : MNC Studios, Jl. Perjuangan No.1, Kb. Jeruk, Kota
Jakarta Barat, DKI Jakarta 11530.

Jakarta, 25 June 2025

PNJ Supervisor,

Company Supervisor

Dra. Ina Sukaesih, Dipl.

Ichsan Septian

TESOL, M.M., M. Hum.

202111201011

NIP. 196104121987032004

Approved by,
Head of Study Program:

Dra. Ina Sukaesih, Dipl. TESOL,

M.M., M. Hum

NIP. 196104121987032004



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

PREFACE

Praise and gratitude are addressed to God Almighty, for His grace and blessings have enabled the writer to complete this Internship Report properly and on time. This report is prepared as one of the requirements to complete the academic program at Politeknik Negeri Jakarta and as a form of accountability for the internship activities carried out at PT Media Nusantara Citra Tbk (MNC Media) during the period of January 2025 to May 2025. The completion of this report could not have been achieved without the support and assistance of various parties. Therefore, the writer would like to express sincere gratitude and highest appreciation to:

1. Dra. Ina Sukaesih, Dipl. TESOL, M.M., M. Hum, as Head of the English for Business and Professional Communication Study Program and as the academic supervisor who has provided guidance, time, and support in the preparation of this Internship Report;
2. PT Media Nusantara Citra Tbk (MNC Media) and all staff of the Marketing Communication & Publicity Division who have provided the opportunity, guidance, and experience during the internship;
3. The writer's parents and family who have continuously provided prayers, moral, and material support;
4. Friends and peers who have helped and supported the writer in completing this report.

Finally, the writer hopes that this Internship Report can provide benefits for the development of knowledge and serve as a reference for those who need it.

Depok, 20 June 2025

Pasha Krisna Mulya



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

TABLE OF CONTENTS

STATEMENT OF APPROVAL.....	ii
PREFACE	iii
TABLE OF CONTENTS.....	iv
TABLE OF IMAGES	v
CHAPTER 1 INTRODUCTION	1
1.1 Background	1
1.2 Scope of Activities	2
1.3 Time and Place Implementation	2
1.4 Objectives and Benefits	2
1.4.1 Objectives	2
1.4.2 Benefits	3
CHAPTER II LITERATURE REVIEW.....	5
2.1 Marketing Communication	5
2.1.1 <i>Uses and Gratifications</i> Theory.....	7
2.2 Publicity	8
2.3 Media Partner.....	10
2.4 Television Program as an Communication Product.....	11
CHAPTER III RESULTS	14
3.1 Internship Work Unit	14
3.2 Internship Description.....	16
3.3 Internship Work Description.....	19
3.3.1 Front Desk.....	19
3.3.2 Blasting	20
3.3.3 Public Relations	21
3.3.4 Project	23
3.4 Identification of Challenges	24
3.5 Solution to Challenges	25
CHAPTER IV CONCLUSION	27
4.1 Conclusion	27
4.2 Suggestions	28
REFERENCE.....	29
APPENDICES	30



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

TABLE OF IMAGES

Image 3. 1 Organization Structure of MNC Media	15
Image 3. 2 Front Desk Indonesian Idol Season 13	20
Image 3. 3 Blasting Program GTV	21
Image 3. 4 Barter Data Social Media MNC TV	22
Image 3. 5 Event Launching Product IQOS.....	24





Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

CHAPTER 1

INTRODUCTION

1.1 Background

The Internship Program (Praktik Kerja Lapangan/PKL) is a form of practical learning that provides students with the opportunity to apply theoretical knowledge acquired during lectures into real-world professional settings. This program plays an essential role in preparing students before entering the professional world, as it offers firsthand experience of how an industry or company operates. In addition, the internship also helps students build professional networks and develop communication and time management skills.

In today's era of globalization, the demands of the workforce require students to be prepared in various aspects, including communication, management, and technical skills specific to their field of study. Therefore, the internship program becomes a valuable opportunity for students to sharpen these skills while also expanding their professional connections for future careers.

The writer chose MNC Media as the internship placement because the company is one of the largest media groups in Indonesia. As the parent company of several national television stations such as RCTI, GTV, and MNCTV, MNC Media offers a dynamic work environment and a wide range of activities, especially in the fields of promotion and communication. This became a major attraction for the writer, who was eager to gain deeper insights into how media operations work, particularly in the Marketing Communication & Publicity Division. Moreover, MNC Media is known for its active collaborations with various brands and event organizers, which provided the writer with opportunities to learn directly about marketing communication strategies, partnership management, and promotional media coordination. This experience is expected to serve as a valuable foundation for future skill development and career growth.



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

1.2 Scope of Activities

The scope of internship activities at PT MNC Media encompassed various aspects of work in the media industry. The writer was assigned to the Publicity Division, with responsibilities including:

1. Supporting external promotions for flagship programs from the three television stations under MNC Media such as MNCTV, GTV, and RCTI.
2. Analyzing the performance of collaborations with media partners to ensure that the promotional efforts yield optimal results across various media channels and digital platforms, as well as evaluating the resulting traffic and engagement.
3. Participating in the execution of television programs such as Indonesian Idol, MasterChef Indonesia, and collaborative events such as the IQOS product launch.

Through this scope of activities, students are able to gain hands-on experience in the media industry and enhance the competencies required in the field.

1.3 Time and Place Implementation

The following are the time and place details of the Internship carried out by the writer:

- Company : MNC Media
- Address : MNC Media, MNC Studios Jl. Perjuangan No.1, RT.11/RW.10,Kb. Jeruk, Kec. Kb. Jeruk, Kota Jakarta Barat, Daerah Khusus Ibukota Jakarta 11530
- Period : 30 Januari - 30 Mei 2025 (4 Bulan)
- Website : <https://www.mnccgroup.com/>

1.4 Objectives and Benefits

1.4.1 Objectives

The objectives of this Internship Program are as follows:

- a. To develop professional skills in the fields of marketing and media, particularly in promotion and event management, with



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

professionalism, discipline, and responsibility.

- b. To understand the work system and operational processes within the Marketing Communication & Publicity division of the company.
- c. To enhance the ability to adapt to a dynamic work environment, as well as to communicate and collaborate effectively within a professional team.
- d. To build networks and broaden insights into the media industry in Indonesia.

1.4.2 Benefits

The benefits of this Internship Program are as follows:

1) Benefits for the Writer

- Gained hands-on experience in the professional work environment, enhancing preparedness for entering the industry.
- Acquired a deeper understanding of work procedures and regulations within a media company.
- Expanded network with professionals in the media industry.
- Improved adaptability to dynamic work settings and collaboration within a team.

2) Benefits for Politeknik Negeri Jakarta

- Provided real-world insight into the application of business communication in the media industry context.
- Strengthened partnerships with major companies that offer opportunities for students.
- Offered references and documentation regarding internship activities in media companies.
- Enhanced the institution's reputation by producing competent and industry-ready graduates.



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

3) Benefits for MNC Media

- The presence of interns helped reduce the workload of the team, particularly in daily promotional activities and management of TV program social media.
- Brought fresh perspectives and creative ideas to support the company's communication and promotion strategies.
- Provided an opportunity to identify the potential of young talent for future recruitment based on industry needs.
- Fostered collaboration with educational institutions for human resource development.





Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

CHAPTER IV

CONCLUSION

4.1 Conclusion

The Internship Program (PKL) carried out by the writer at PT Media Nusantara Citra Tbk (MNC Media), particularly in the Marketing Communication & Publicity Division, provided a highly valuable experience in understanding firsthand how marketing communication and publicity activities are executed within a media company. Over the course of 16 weeks, the writer had the opportunity to be involved in various important division activities, including the development of promotional materials for television programs, distribution of materials to media partners, coordination of promotional collaborations through barter and paid promotions, as well as supporting off-air events and compiling publication monitoring reports. These activities broadened the writer's understanding of the crucial role that marketing communication plays in supporting the visibility of television programs, and how publicity strategies are implemented to expand audience reach. Programs such as Indonesian Idol, MasterChef Indonesia, Asian Qualifiers, and brand collaboration events like IQOS served as real-life examples of how every promotion requires careful planning, effective coordination, and timely, measurable execution.

Through this internship, the writer also gained valuable experience working professionally with various stakeholders, both internally with the marketing communication team and externally with media partners, entertainment-based social media accounts, and online news portals. The writer learned to manage communication effectively, prepare promotional content, document media coverage, and compile monitoring reports for evaluation purposes.

In addition, this internship provided opportunities to sharpen time management skills, problem-solving abilities, and adaptability in a fast-paced work environment that often operates under tight deadlines and requires precise coordination. Overall, the internship at MNC Media offered



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

direct experience that is highly relevant to the field of communication and has enriched the writer's knowledge and practical skills for the professional world, especially within the media and broadcasting industry.

4.2 Suggestions

Based on the implementation of the Internship Program (PKL) at PT Media Nusantara Citra Tbk (MNC Media), the writer would like to offer several suggestions that are expected to serve as valuable input for both the company and future internship students.

For the company, the workflow in the Marketing Communication & Publicity Division is already well-structured and professional. However, considering that all promotional materials, media exposure reports, and media coverage documentation are managed digitally, it would be more optimal if the company developed an integrated digital management system. This system could be used to store, distribute, and monitor promotional materials and media coverage in a more systematic and real-time manner. By utilizing a dedicated digital platform or dashboard, interdepartmental coordination, media partner monitoring, and report compilation could be carried out more efficiently while reducing the risk of human error.

For students who will undertake internships at MNC Media, it is highly recommended to prepare strong professional communication skills and time management abilities, as the tasks in this division are dynamic and demand fast-paced coordination. Interns should also be capable of adapting to the use of various digital tools that support the distribution of promotional content and documentation of media coverage. Moreover, it is important to actively engage in discussions with field supervisors, especially when facing challenges in the field, to ensure a smooth internship experience and gain the maximum benefits for personal and professional development.



Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

REFERENCE

Baran, S. J., & Davis, D. K. (2012). *Mass communication theory: Foundations, ferment, and future*. Wadsworth Cengage Learning.

Belch, G. E., & Belch, M. A. (2015). *Advertising and promotion: An integrated marketing communications perspective*. McGraw-Hill Education.

Kotler, P., & Keller, K. L. (2016). *Marketing Management*. Pearson.

McQuail, D. (2010). *McQuail's Mass Communication Theory*. SAGE Publications.

Strauss, J., & Frost, R. (2014). *E-marketing*. Pearson.



**POLITEKNIK
NEGERI
JAKARTA**



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta

APPENDICES



SURAT KETERANGAN

No : 2089/HR3TV-HIRING/VI/2025

Yang bertanda tangan dibawah ini,

Nama : **Grace Claudia Gunawan**
Jabatan : **Hiring & OD Department Head 3TV**
Divisi : **Human Resources**

Menerangkan Bahwa:

Nama : **Pasha Krisna Mulya**
NIK : **2208411001**
Jurusan : **Administrasi Niaga**
Universitas : **Politeknik Negeri Jakarta**

Telah melakukan kerja magang di Departemen Publicity & Merchandising, Rajawali Citra Televisi Indonesia (RCTI). Sejak tanggal 30 Januari 2025 sampai dengan tanggal 28 Mei 2025.

Demikian surat keterangan ini dibuat agar dapat dipergunakan sebagaimana mestinya.

Jakarta, 23 Juni 2025

Hormat Kami,

Grace Claudia Gunawan
Hiring & OD Department Head 3TV

RAJAWALI CITRA TELEVISI INDONESIA

HEAD OFFICE

Jl. Raya Perjuangan Kebon Jenuk, Jakarta 11530
Tel. 021. 530 3540 - 530 3550
Fax. 021. 549 3846 - 549 3838



© Hak Cipta milik Politeknik Negeri Jakarta

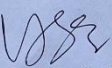

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta


STATEMENT OF APPROVAL

a. Title	: THE ROLE OF THE MARKETING COMMUNICATION & PUBLICITY DIVISION IN PROMOTING TV PROGRAMS AT MNC MEDIA
b. Author	:
1) Name	: Pasha Krisna Mulya
2) Student ID	: 2208411001
c. Study Program	: English for Business and Professional Communication
d. Major	: Business Administration
e. Duration	: 30 January – 30 May 2025
f. Place of Activities	: MNC Studios, Jl. Perjuangan No.1, Kb. Jeruk, Kota Jakarta Barat, DKI Jakarta 11530.

Jakarta, 25 June 2025

<p>PNJ Supervisor,</p> <p></p> <p>Dra. Ina Sukaesih, Dipl. TESOL, M.M., M. Hum. NIP. 196104121987032004</p>	<p>Company Supervisor</p> <p> MNC TV</p> <p>Ichsan Septian 202111201011</p>
--	--

Approved by,
Head of Study Program:


 Dra. Ina Sukaesih, Dipl. TESOL,
M.M., M. Hum
NIP. 196104121987032004


ii



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :






1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumumkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



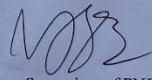
KEMENTERIAN PENDIDIKAN TINGGI, SAINS, DAN
TEKNOLOGI POLITEKNIK NEGERI JAKARTA
ADMINISTRASI NIAGA
Jalan Prof. Dr. G. A.Siwabessy, Kampus UI, Depok 16425 Telepon (021)7863534,
Fax (021) 7270034, (021) 7270036
Hunting Laman: <http://www.pnj.ac.id> e-pos: humas@pnj.ac.id

INTERNSHIP MENTORING FORM*
(SUPERVISOR OF PNJ)

Title of Internship Report : THE ROLE OF THE MARKETING COMMUNICATION &
PUBLICITY DIVISION IN PROMOTING TV PROGRAMS
AT MNC MEDIA

No.	Day/Date	Internship Material	Signature
1.	21 Maret 2025	Chapter 1	
2.	25 April 2025	Chapter 2	
3.	15 Mei 2025	Chapter 3	
4.	23 Juni 2025	Chapter 4	
5.	30 Juni 2025	Signature Attachment	
6.			
7.			
8.			
9.			
10.			

Depok, 23 June 2025



 Supervisor of PNJ,
 Dr. Ina Sukaesih, Dipl, TESOL, M.M, M.Hum.
 EIN. 196104121987032004



© Hak Cipta milik Politeknik Negeri Jakarta

Hak Cipta :

1. Dilarang mengutip sebagian atau seluruh karya tulis ini tanpa mencantumkan dan menyebutkan sumber :
 - a. Pengutipan hanya untuk kepentingan pendidikan, penelitian , penulisan karya ilmiah, penulisan laporan, penulisan kritik atau tinjauan suatu masalah.
 - b. Pengutipan tidak merugikan kepentingan yang wajar Politeknik Negeri Jakarta
2. Dilarang mengumunkan dan memperbanyak sebagian atau seluruh karya tulis ini dalam bentuk apapun tanpa izin Politeknik Negeri Jakarta



HASIL EVALUASI

(Pembimbing Perusahaan/Industri)

Nama Mahasiswa : Pasha Krisna Mulya

NIM : 2208411001


Judul PKL : PERAN DIVISI MARKETING
COMMUNICATION & PUBLICITY DALAM
PROMOSI PROGRAM TELEVISI DI MNC
MEDIA

Nilai Praktik Kerja Lapangan

No	Komponen Penilaian	Range Nilai	Nilai yang Dicapai
1	Kemampuan Bahasa Secara Lisan	10-20	20
2	Kemampuan Bahasa Secara Tulisan	10-20	20
3	Kerja Sama	10-20	20
4	Kedisiplinan	10-20	20
5	Etika	10-20	20
Total nilai (A)			100

Jakarta, 25 Juni 2025

Pembimbing Perusahaan


(Ihsan Septian)
202111201011

PT. Media Nusantara Citra Tbk. | MNC Tower, 27th Floor Jl. Kebon Sirih 17-19 Jakarta Pusat 10340, Indonesia
T. (62-21) 390 0885 | F. (62-21) 390 4965 | www.mncgroup.com

