

ABSTRACT

This graduating paper aims to discuss public relations tasks carried out by the business development division staffs at Privatq as a measuring tool of the company in achieving company goals by using good communication, including strategies in introducing, maintaining and developing the company to achieve the expected targets. The data collection methods were using observation, library study, and interviews. The analysis was based on observations during an internship at Privatq Global Indo Yogyakarta from February 10 to April 3 2020. Meanwhile, library study collected data from various sources such as books, journals, and articles to support the writing of the final paper. Another method is interviews conducted with informants related to the topic of this final paper. Based on the results of library studies and field studies, business development in Privatq serves its functions as a corporate public relations officer who manage company development and company expansion, so people will know the brand and Privatq better. In developing a company, the business development division be able to manage and make strategies related to company goals. After managing and creating a strategy to develop the company, the business development division at Privatq be able to market it according to the target audience. Marketing of company information and company brand acknowledgment is carried out directly and indirectly. Direct marketing uses word of mouth, meanwhile, indirect marketing uses media to communicate with society, such as communication technology, social media, electronic media and print media which greatly affect the company.

Keywords: Public Relations, Business Development Division, Strategy, Marketing