

**EXTERNAL ENGAGEMENT OF UNIVERSITY OF
MERDEKA MALANG**

FINAL REPORT

BY

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This is to testify that the final report presented by MONICA JASMINE on August 10th, 2018 has been approved by the advisor for the further approval by the Examining Committee.

Malang, August 10th, 2018

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DECLARATION OF AUTHORSHIP

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declare that:

1. This undergraduate thesis is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. If at a later time it is found that this undergraduate thesis is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, 10th August 2018

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ABSTRACT

Jasmine, Monica. 2018. *External Engagement of UNMER Malang*. Final Report. D-III Bahasa Inggris, University of Merdeka Malang. Advisor: Cattleya Wahyu Pravitha, S.S., M.Hum.

Key Words: Public Relations, Engagement stakeholder, External Relations, External Engagement.

This final report discusses the external engagement and its application in University of Merdeka (UNMER) Malang. In this modern era, every organizations need to able survive and improve their reputation in public eyes. In order to adapt, organizations have to use the right strategy and create new innovation. It also applies to education institution, Stakeholders are divided into two parts which are internal and external parties. The importance of stakeholder will bring big impact to organizational sustainability including UNMER Malang. In this final report, the writer was assigned at Public Relations Divisions at UNMER Malang especially in External Engagement Departement. While the writer doing the intership program, the writer found out the importance of external engagement in the institution, and how to create and maintain a relationship with stakeholders especially external parties. In this university, external parties are divided into five which are Government Relations, Media & Pers Relations, Community Relations, Industry Relations and Costumer Relations. The writer concludes that external engagement can increase institution's brand image in public eyes which is why the external engagement is very important for instituion sustainability.

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