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The activity of Media Relations Corporate Secretary GlobalTV In Publicity  
Program The Voice Kids Indonesia in Media Indonesia  
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### **ABSTRACT**

Publicity is a message being deliberately engineered by a company or organization as a source of information published to the community by using the media. In getting publicity can be conducted with the support of media relations activities. The goal of the researchers doing research is to figure out how to media relations activity that is conducted on the program The Voice Kids Indonesia

A review of the literature refers to the sense of communication in General and public relations. Theories and concepts used researcher is a concept related to communications, public relations, media relations and publicity. The concept chosen by the researcher as a reference in the preparation of theses that deal with the subject of research. This research uses descriptive research approach with the types of qualitative and quantitative, descriptive methods to find out what activities are performed by the corporate secretary

The results of this research show the media relations activities undertaken by the Division of media relations corporate secretary GlobalTV to get the publication program of The Voice Kids Indonesia perpetrated by the media-media work together and covering, such as a newspaper, the News, the town of Sindo Cek n Ricek, Nova, Genie, Kapanlagi.com, TribunNews.com.

This research concluded that the existence of media relations activities undertaken through the media visit activities, press conferences, press releases and various other things will help GlobalTV in manjalin media relations so as to ease the process of publication of the program The Voice Kids this Indonesia