THE STRENGTHS OF PROMOTION STRATEGIES IN PUBLIC RELATIONS OF SOLO PARAGON LIFESTYLE MALL IN HANDLING KARTINI EVENT

FINAL PROJECT REPORT

Submitted as Partial Requirement in Obtaining degree in English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

By:

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APPROVAL OF CONSULTANT

Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
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MOTTO

If you cannot work with love but only with distaste, it is better that you should leave your work.
~ Khalil Gibran ~

Education is not preparation for life; education is life itself.
~ John Dewey ~

A thousand old man only can dream, a youth man can change the world
~ Soekarno ~
DEDICATION

This final project is dedicated to:

1. Jesus Christ and Mother Mary
2. My supermom and superdad
3. My beloved sisters “C bersaudara”
4. All of my friends
5. Public Relations and management of Solo Paragon Lifestyle Mall
6. My beloved Dog, Zoro
PREFACE

The writer would like to be thankful to God for giving ability in making this final project report. The writer also thanks to all people who have given support and motivation.

This report is written to fulfill the requirements in obtaining the degree of English Diploma III program in Sebelas Maret University. The writer did the job training in Public Relations of Solo Paragon Lifestyle Mall.

The goal of this final project report is to explain activities and promotion strategies in handling events as Public Relations of Solo Paragon Lifestyle Mall and also to know the strengths of promotion strategies.

The writer realizes that the final project report is far away from perfect. At least, the writer also hope that the final project report will be beneficial for the readers especially for those who are interested in Public Relations.

Surakarta, July 2013

Elisabeth Clarissa Alvita Murti
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6. My beloved parents who have taught the writer about the meaning of life.
7. My beloved sisters who have supported the writer.
8. My friends who fighting in a final project team, Desi Setya Rini and Aster Pasha.

10. I also expressed to everyone who cannot be mentioned one by one. I realized that this final project has many weaknesses. Therefore, I will be pleased to accept suggestion and advices to improve this final project report.
ABSTRACT


This final project report is written based on the job training done at Solo Paragon Lifestyle Mall for three months in Public Relations. The objectives of this final project report are to know the promotion strategies as Public Relations of Solo Paragon Lifestyle Mall and the strengths of promotion strategies in handling Kartini event by Public Relations of Solo Paragon Lifestyle Mall.

The writer did some jobs during the job training in Public Relations of Solo Paragon Lifestyle Mall such as: clipping news, updating social medias, making press-release, making events and promoting it, etc. The writer had a chance to make a Kartini event. There were some strategies to promote the event such as: mass media, banner, poster, and internet.

The writer had a chance to make a Kartini event. There were some strategies to promote the event such as: mass media, banner, poster, and internet.

The writer had a chance to make a Kartini event. Then, the writer found the strengths of promoting strategies in handling Kartini event. They are solid team, right moment, and good public responds.

Hopefully, this final project report can be a reference for the readers, the Public Relations of Solo Paragon Lifestyle Mall in improving good image and those who are interested in Public Relations.
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