PUBLIC RELATIONS ACTIVITIES IN PUBLIC RELATIONS AND PROTOCOL OFFICE OF SURAKARTA GOVERNMENT

FINAL PROJECT REPORT

Submitted as Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Humanities Sebelas Maret University

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APPROVAL OF CONSULTANT

Approved to be Examined before the Board of Examiners, English Diploma Program Faculty of Humanities
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MOTTO

“Never put any limitation when you want to start something, because when you have done it you will know your limitation.”

“Allah never sleeps and will even give you more than you’ve expected”
DEDICATION

With all my heart, I dedicate this final project to:

The Almighty, Allah SWT

My beloved parents

My brother and sister

My friends

All people who love me

My self
PREFACE

In this special occasion, I would like to say my deepest thanks to Allah SWT who has given me power, spirit and everything in finishing this Final Project. This Final Project entitled “The Public Relations Activities in Public Relations and Protocol of Surakarta Government” is about the external public relations activities in Public Relations and Protocol of Surakarta Government and the process of the external activities based on the observation and interview.

This Final Project is relatively far from being perfect, so the writer needs suggestions in order to improve this final project. Hopefully, this final project is able to give information to the readers.

Surakarta, March, 2015

Diatri Anindyaputri
ACKNOWLEDGMENT

Bismillahirrahmanirrahim

I would like to say Alhamdulillahirrahirrabiwaballahi alamin for the blessing, love and mercy that Allah gives to me, so that I can finish this final project report. I realize that project report cannot be conducted successfully without any helps from others. Therefore, in this opportunity I would like to express my highest gratitude and appreciation to:

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Furthermore, for everyone that I can not be mentioned one by one, I would like to say thank you for supporting me. I realize that this final project has many weaknesses. However, I hope this report will be beneficial for all readers.

Surakarta, March 2015

Diatri Anindyaputri

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ABSTRACT


This final project report is written based on the job training which was done by the writer in the Public Relations and Protocol Office of Surakarta Government from May 5, 2014 and ended on June 30, 2014. The writer used observation, interview, and literature study in the process of collecting data.

The objectives of this final project report are to explain the external public relations activities in Public Relations and Protocol Office of Surakarta Government and to describe the process of the external public relations activities in Public Relations and Protocol Office of Surakarta Government.

The result of this final project shows that there are several activities that are done by Public Relations and Protocol Office of Surakarta Government for each public. For stakeholders, the activities are making newspaper clipping and making documentation. For citizens, the activities are doing socialization about the new government rule and issue, managing website http://ppid.surakarta.go.id, and organizing talk show or interactive dialog. For journalist or media, the activities are doing press conference, making press release, and media gathering.

Every external public relations activity also has its own process to do it. Public Relations and Protocol Office of Surakarta Government officers usually do the same thing in each process. The processes which the officers do are fact-finding, planning and action. Fact-finding is done by studying the letter that other institutions or departments sent to the office. Planning is done informally by distributing the tasks that the officers usually do. Action is executed by doing the tasks that are distributed to each of the officer. The officers do not do the evaluation after the activities end so problems can happen again in the future.
TABLE OF CONTENTS

TITLE ................................................................................... i

APPROVAL OF CONSULTANT ................................................. ii

APPROVAL OF THE BOARD OF EXAMINE .............................. iii

MOTTO ................................................................................. iv

DEDICATION ........................................................................... v

PREFACE .............................................................................. vi

ACKNOWLEDGE ........................................................................ vii

ABSTRACT ............................................................................. ix

TABLE OF CONTENTS ............................................................ x

CHAPTER I : INTRODUCTION ..................................................... 1

1.1 Background ....................................................................... 1

1.2 Objectives ........................................................................ 3

1.3 Benefits ............................................................................. 3

CHAPTER II : LITERATURE REVIEW ................................. 4

2.1 Public Relations Definition ............................................... 4

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2.2 Public Relations Activities ................................................................. 5
2.3 Process of Public Relations Activities ............................................. 7
2.4 Public Relations in Government ......................................................... 10

CHAPTER III: DISCUSSION ................................................................. 12

3.1 Public Relations and Protocol Office of Surakarta Government .......... 12
  3.1.1 Organization Structure of Public Relations and
       Protocol Office of Surakarta Government ................................. 15
  3.1.2 The Function of Public Relations and
       Protocol Office of Surakarta Government ................................. 17
  3.1.3 The Main Tasks of Sub-division Public Relations
       and Protocol Office of Surakarta Government ............................. 18

3.2 Activities During Job Training and The Result ................................ 19

3.3 Observation and Result ................................................................. 21
  3.3.1 The External Public Relations Activities in Public Relations
       and Protocol Office of Surakarta Government ............................. 21
     1. External Public Relations Activities for Stakeholders .......... 21
        a. Making News Paper Clipping ............................................. 22
        b. Making Documentation .................................................. 22
     2. External Public Relations Activities for Citizen ..................... 22
        a. Socialization about the Government Rule and Issue .......... 23
        b. Managing Website http://ppid.surakarta.go.id ............... 23
3. External Public Relations Activities for Journalists ........ 24
   a. Doing Press Conference ........................................... 24
   b. Making Press Release ........................................... 24
   c. Media Gathering .................................................. 25

3.3.2 The Process of the External Public Relations Activities in
      Public Relations and Protocol Office of
      Surakarta Government ............................................. 25
      1. Fact-finding .................................................... 26
      2. Planning ..................................................... 28
      3. Action ....................................................... 31
      4. Evaluation .................................................. 36

CHAPTER IV: CONCLUSION AND SUGGESTION ......................... 37

4.1 Conclusion ................................................................ 37
4.2 Suggestion ........................................................... 38

BIBLIOGRAPHY

APPENDICES