THE MEDIA OF COMMUNICATION USED BY

PT. BATIK DANAR HADI

FINAL PROJECT REPORT

Submitted as Partial Requirement in Obtaining Degree in the

English Diploma Program, Faculty of Culture Sciences

Sebelas Maret University

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DEDICATION

I would like to dedicate this final project report for

My beloved Mom and Dad
My beloved older Brother
My beloved University
My beloved Friends
MOTTO

Be grateful, Keep Trying, Be Zealous

(Me)

There is no way, even solution when we give up. . .

(Me)

Life doesn’t get easier, we should get stronger

(NN)
PREFACE

I would like to say thank to Allah SWT, who always blesses and guides me. I also thanks to all the people around me, who always give support, guidance, and motivation in the process of making this final project. The Final Project was written to fulfill the requirement in obtaining the English Diploma Program Faculty of Cultural Science, Sebelas Maret University.

This report entitled “THE MEDIA OF COMMUNICATION USED BY PT. BATIK DANAR HADI” discussed about the media of communication which is used by PT. Batik Danar Hadi for their foreign and domestic customers. The writer chooses this case because the case was one of the materials of Public Relation subject which was learned before.

Finally, I realize that this final project still have some drawbacks. Therefore, I hope that there are many suggestions from the readers that could improve this report to be better. On the other hand, I also really hope that this final project can be beneficial for the reader.

Surakarta, July 2015

Charimah M
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7. **Mr. Siswanto,** as my job training supervisor, thanks for his time, guidance, advice, and experience he has given to me during the job training activity, they are very valuable.

8. My beloved parents and my beloved older brother, thanks for everything. I cannot mention every precious thing they have given to me.

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11. All of the people whom I cannot mention one by one.
ABSTRACT


This final project was written based on the job training in PT. Batik Danar Hadi. The objectives were to know the communication media used by PT. Batik Danar Hadi for their foreign and domestic customers, to describe the reason why they used those communication media, and to explain the communication process by using those communication media.

In this research, the techniques of collecting data were library study, observation, and interview. I used literature study relevant to the problem. The observation was conducted when I was in my job training activity in PT. Batik Danar Hadi. Then the interviews were done to internal publics which are related to the purpose of the research.

The result of this research shows that there are some media of communication used by PT. Batik Danar Hadi, such as: Newspaper, Flayer, Banner, Billboard, SMS blast, BBM (Black Berry Messenger), street banner, and also E-mail for their foreign customers. There are also many reasons to choose those communication media. Generally, the selection the communication media depend on the communication targets. The communication process of PT. Batik Danar Hadi is generally forming the idea, then changing the idea into message, transmitting the message to the related side (receiver) by specific media of communication. After that the receiver will assign the meaning of the message.
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