THE PUBLIC RELATIONS PROBLEMS AND SOLUTIONS IN PT.PERTAMINA

FINAL PROJECT REPORT
Submitted as a Partial Requirement in Obtaining Degree in English Diploma Program, Faculty of Cultural Science, Sebelas Maret University

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MOTTO

- “Never feel satisfied about what you have had now, try and try to be better person.”

- “Don’t look for uncertain thing if there is one thing that you’ve believed, hold it!”
DEDICATION

My Parents and Big Family

My Sister

My Beloved Friends

Special someone in the future
PREFACE

Firstly, I would like to thank to Allah SWT for blessing and guiding me in finishing this Final Project Report. It is impossible for me to finish this report without assistance and encouragement from individual and all of officers in PT. Pertamina.

I did my job training in PT. Pertamina, especially in Media Relations Division for three months. This job training aimed to get information and data about public relations in a company. I also got a lot of experiences and I could learn directly how to do the job training program as a PR Officer.

This final project report tells about the role of public relations officers in facing the obstacles in media relations office of PT. Pertamina. It also describes my activities during I did my job training in Media Relations office and Contact Pertamina Office.

I realize that this report is far from being perfect, but I hoped this report can be a contribution and will be useful for the readers. Thank you.

Surakarta, October 15th, 2015

Fitria Rahmawati
ACKNOWLEDGEMENT

First, I would like to express my gratitude to Alloh SWT for giving me the strength so I could take my responsibilities to do this job training in PT.Pertamina and completed the internship report step by step and on time. This report was written as a result of my job training. It was done for three months in Media Relations Division. I began from March 2nd to June 2nd 2015. The implementation of the internship is located in Perwira II Building, 1st floor PT.Pertamina at Jl. Merdeka Timur No. 1A, Jakarta Pusat.

During the job training, I got so many knowledge and experiences. I also get so many support, motivation, and guidance from my partners as interns also in PT.Pertamina. Also I would like to express my gratitudes to:

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7. **Mr. Ifki Sukarya** as Media Manager PT. Pertamina (Persero), **Mr. Adiatma Sardjito** as Ex Media Manager PT. Pertamina (Persero), **Mr. Dofa Purnomo**, **Mr. Marloedika Wibawa**, **Mrs. Indah Khairunisa**, **Mr. Rudi Ariffianto**, **Mr. Suryo** and the last one **Miss. Gina Salsabila**, who have helped, guided, and motivated me when I did my job training.

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ABSTRACT


This final project report was written based on the job training done in PT. Pertamina (Persero) located in Jl. Medan Merdeka Timur No. 1A Jakarta Pusat. The job training was done for three months, started on March 2\textsuperscript{nd} till June 2\textsuperscript{nd}, 2015.

The objectives of this final project report are to describe the activities and roles of Public Relations officers in PT. Pertamina, to identify the problems faced by Public Relations officers in media relations office of PT. Pertamina, and to find out the solutions of PR officers to solve the existing problems.

During the job training I did some activities of Public Relations officers in media relations office of PT. Pertamina, i.e. making press release, media monitoring (clipping newspaper), handling and calling the journalist, holding media gathering and press conferences, weekly meeting, publishing Energia Weekly Newspaper and National Geography Magazine, updating article and information in Pertamina’s web, etc. I also had some activities outside the office such as, having dinner with the journalists, holding media gathering and press conference.

There were also some obstacles in a company faced by me. It is a duty of PR officers in PT. Pertamina to solve this problem as soon as possible to avoid mistransmission between public and company. One of the examples of Pertamina’s case is demonstration because of the LPG 3 KG rising price. PT. Pertamina often becomes a sitting target for demonstrators who feel unsatisfied with the rising price which is fixed by government.

To solve this problem, I hold Communities Event/ Gathering and Press Conference. Communities Gathering aimed to accommodate demonstrator aspiration, so that we can know what they want. While Press Conference aimed to clarify the problem what actually happened is to the public.

I hoped this final project can be useful for the readers, especially those who are interested in Public Relations.
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