THE EFFORTS OF PUBLIC RELATIONS DIVISION OF PT. PLN (PERSERO) APJ SURAKARTA IN SUCCEEDING ELECTRICITY SAVING PROGRAM

FINAL PROJECT REPORT

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

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APPROVAL OF CONSULTANT

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PT. PLN (PERSERO) APJ SURAKARTA
IN SUCCEEDING ELECTRICITY SAVING PROGRAM

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PREFACE

The Final Project report was written to fulfil the requirement in obtaining the English Diploma Program in Faculty of Letters and Fine Arts, Sebelas Maret University. This report was based on the job training conducted by the writer in PT. PLN (Persero) APJ Surakarta. She was apprenticed to this company as a Public Relation Practitioner.

This report describes the efforts of Public Relations division of PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program.

Finally, she invited and appreciated responses, comments and suggestions from the readers for the perfection of this report. She hoped this final report is able to give benefits to the readers.

Surakarta, July 2009

The writer
ABSTRACT

Erna Soraya. 2009. The Efforts of Public Relations Division of PT. PLN (Persero) APJ Surakarta in Succeeding Electricity Saving Program. English Diploma Program of Faculty of Letters and Fine Arts, Sebelas Maret University.

Electricity is very important in our life. PT. PLN (Persero) is a State Owned Corporations (BUMN) that is active in service field of electricity matters. The main duty of PT. PLN (Persero) is to provide the electricity for the entire Indonesian requirement.

In order to reduce the cost of electricity productions which increases more and more, PT. PLN (Persero) incites the program of electricity saving program which does not only involve the staff of PT. PLN (Persero) but also all its customer. Public Relations Officer as a staff of PT. PLN, which is as a bridge between company and customers, has a big role in succeeding this program; they are giving information and direction to the stakeholders by using direct and indirect socialization, maintaining the good relationships with stakeholders and making the good cooperation with press and media, either printed or electronic as one of channel in conducting the role of Public Relations.

The efforts of Public Relations division of PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program are through two ways. They are direct communication and indirect communication. Direct communications is in the form of face-to-face communication between public Relations of PT. PLN (Persero) APJ Surakarta and customers, while indirect communication is through socialization by mass media and by external publication

The electricity saving program should be socialized more and more by Public Relations of PT. PLN (Persero) because it is not only for the existence of company, but also for the continuing of human life in the future and we should succeed this program if we do not want the supply of electricity lost.
MOTTO

SEIZE THE DAY
AND
KEEP SMILE
This Final Project is exclusively dedicated to:

♥ My Beloved Mom & Dad

♥ My Beloved Sisters & Brother

♥ My Best Friends

♥ My Love
ACKNOWLEDGEMENT

Assalamu’alaikum Wr. Wb.

Alhamdulillah is only for Allah SWT who has blessed and guided me in completing this report as the partial requirement to obtain degree in The English Diploma Program of Faculty of Letters and Fine Arts, Sebelas Maret University.

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Surakarta, July 2009

Erna Soraya
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CHAPTER I
INTRODUCTION

A. Background

Electricity is very important in our life. Many activities cannot be done without electricity. Although an electricity is important, many people do not know about the process of producing electricity which is very difficult and take long times, either for its production or distribution process.

PT. PLN (Persero) is State Owned Corporations (BUMN) that is active in service field of electricity matters. As governmental asset, the main duty of PLN is to provide the electricity for the entire Indonesian requirements. To ease the performance in giving its service to customer, PT. PLN consists of several APJ (Area Pelayanan dan Jaringan) or Service and Networking Area. Every APJ is also divided into UPJ (Unit Pelayanan dan Jaringan) or Service and Networking Units. For example PT. PLN (Persero) APJ Surakarta is the enterprise which provides the electricity requirement for all people of Solo and surrounding. PT. PLN APJ Surakarta is divided into 11 UPJ.

Nowadays, PT. PLN incites the program of electricity saving program in order to reduce the cost of electricity production which increases more and more. We know that PT. PLN is one of BUMN which gets subsidy from government to do their productions. The government has a problem in providing the PLN subsidy because the productions of electricity needs petroleum and coal, meanwhile the price of them are unstable depending on the price of world oil. As
a consequent, PT. PLN needs a higher subsidy to continue their production process in order to provide an electricity for Indonesian people. Thus, the government has been applying the electricity saving program to reduce their subsidy.

This is the one of the programs of PT. PLN, to socializes the electricity saving program. This electricity saving program not only involves the staff of PLN but also all customers of PLN to succeed this program. Public Relations Officer as a staff of PT. PLN is a bridge between company and customers. It has a big role in succeeding this program. There are so many activities conducted by Public Relations Officer of PT. PLN in socializing electricity saving program. Public Relations Officer optimizes its effort to attract and persuade the customer to join this program.

The electricity saving program is very good for customer and the existence of PT. PLN and its efforts for providing electricity for society in the future. Therefore, this program indirectly has contribution in the development of Indonesian country because the government can allocate the subsidy of electricity to the other program. Thus the electricity saving program has to be the culture of the society.

In this case, the writer is interested in reporting the efforts of Public Relations division of PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program since she was doing her job training in Public Relations division in PT. PLN (Persero) APJ Surakarta.
B. Objectives

The objectives of this paper are:

1. To find out the role of Public Relations officer in PT. PLN (Persero) APJ Surakarta.
2. To describe the efforts of PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program.

C. Benefits

The writer hopes this report will be advantageous for:

1. The Readers
   
   This report can give the readers more information about the Public Relations division in PT. PLN (Persero) APJ Surakarta and their electricity saving program.

2. The institution PT. PLN (Persero) APJ Surakarta
   
   The report can be use by Public Relations division of PT. PLN (Persero) APJ Surakarta to find the way to maximize the role of Public Relations division.
CHAPTER II
LITERATURE REVIEW

A. Definitions of Public Relations

The term of PR was firstly introduced in United States of America in the end of World War II in the beginning of 20th century. Among the PR figures, Ivy Ledbetter Lee is considered as “The Father of Public Relations” who has thought and practiced PR conceptually. Ivy Lee was considered as the father of Public Relations because Lee was successful in developing PR and therefore, the experts used Lee’s principal in their study. In Lee’s idea, Lee stated that public couldn’t be ignored and press couldn’t consider public foolish society. (Soemirat, 2004: 9)

Public Relations according to IPR is a discipline which focuses on any effort of publics to maintain reputation in order to gain the understanding and support and to affect the opinion and behavior of publics. IPR considers Public Relations is linear with reputation which is the result of what we do, what we say, and what people say about us and our management. (Beard, 2004: 8)

Another book explains the other definition of Public Relations; according to J.C. Seidel, Public Relations Director, Division of Housing, and State of New York. J.C. Seidel stated that “Public relations is the continuing process by which management endeavors to obtain goodwill and understanding of its customers, its employees and the public at large, inwardly through self analysis and correction, outwardly through all means of expressions”. (Seidel in Abdurrachman, 1984: 24)
In accordance with J.C. Seidel, W. Emerson Reck who was Public Relations Director of Colgate University stated his definition of Public Relations as followed:

“Public Relations is the continued process of keying policies, service and actions to the best interest of those individual and groups whose confidence and goodwill an individual or institutions covets, and secondly, it is the interpretation of these policies, services and actions to assure complete understanding and appreciation”. (Reck in Abdurrachman, 1984: 25)

Finally, Howard Bonham, The Vice Chairman, American National Red Cross successfully analyzed and combined definitions of public relations including the conceptual and operational elements.

“Public relations is a distinctive management function which helps establish and maintain lines of communication, understanding, acceptance and co-operation between an organization and its publics, involves the management of problems or issues; helps management to keep informed to, public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of, and effectively utilizes, change; serving as an early warning system to help anticipate trends; and uses research and ethical communication techniques as its principal tool.” (Simandjuntak et al., 2003: 30)

Besides, Public Relations Practitioners from the whole countries joined in The International Public Relations Association (IPRA) agreed and formulated a definition of Public Relations which was accepted and practiced together. The definition is as follow:

“Public Relations is a management function, of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom they are or may be concerned- by evaluating public opinion about themselves, in order to correlate, as far as possible, their own policies and procedures, to achieve by planned and widespread information more productive co-operation and more efficient fulfillment of their common interest”. (Effendy, 1986: 27)
Based on the definition above, it can be said that PR includes the activities of implanting and obtaining the understanding, goodwill, trust, and appreciation of and for public. It also means that Public Relations makes efforts to create and maintain a harmonious relationship and a good image in the public opinion which is exceptionally beneficial to encourage the life performance of a company.

**B. The Functions of Public Relations**

In terms of the functional concept of Public Relations, Scott M. Cutlip and Allen Center on the book titled “Effective Public Relations” explained that the functions of PR are as followed:

1. To facilitate and insure an inflow of representative opinions from an organization’s several publics so that its policies and operations may be kept compatible with the diverse needs and views of these publics.

2. To counsel management on ways and means on shaping an organization’s policies and operations to gain maximum public acceptance.

3. To devise and implement programs that will gain wide and favorable interpretations of organization’s policies and operations.

(Effendy, 1986: 43-44)

The functional concept stated by Cutlip and Center emphasized on the efforts of company to create the good effect to the public through the decision and operational of company.

Bertrand R. Canfield on his book “Public Relations: Principles and Problems” stated his opinion about the function of Public Relations as followed:
1. It should serve the public’s interest

The public’s interest is emphasized in Public Relations because there are some people considered that the Public Relations practitioners are hired and employed by rich people who want the poor people will remain poor. Basically, the Public Relations practitioners are employed and paid by manager, but their roles are to serve the public and maintain their trust.

2. It should maintain good communications

The function explained by Confield means that through the good communication, the communicative relationship between PR practitioners and publics either internal or external, or PR and manager and his/her staffs will get a feedback of them and create the mutual relationship based on sympathy and empathy feeling.

3. It should emphasize good moral and manners

This function emphasizes on the moral and manners of the Public Relations Practitioners because PR Practitioners are the representative of company which connect to the public to create the good image of company. The company will obtain a positive image of their public if the Public Relations Officer has good manner and attitude.

(Effendy, 1986: 44-46)
C. The Role of Public Relations

A service company is the company of which activity is intended for getting income for the company by selling particular services. (http://blog.persimpangan.com/blog/2007/08/17/proses-akuntansi-pada-perusahaan-jasa/) The public relations in the service company is as a bridge of company with its publics. Public Relations makes a good relationship with clients in order to help the work of marketing in a company.

Public Relations has a big role for organization or company management. Public Relations learn about how the organization or company should do or act. The roles are:

1. To increase the trust of publics and improve the social responsibility to the government and business executive.

2. To make the organization aware of the public willingness and the public information system contribution which are important for the democratic society

(Simandjuntak et al., 2003:16)

Those mean that public relations determine the organization or company behavior and maintain the relationship between public and organizational management. Consequently, the organizational management gives more attention to social responsibility and the leadership behavior. Public Relations also helps to anticipate and respond perception and public opinion, new trends and life style, and affects what happens in the society. Simandjuntak et al. states that without effective public relations, organization tends to be unresponsive to changes of
surroundings and the impact which is the undirected and unexpected development of organization. (Simandjuntak et al. 2003:17) It means the good management of public relations can lead to the success of organization.

Cutlip (in Kitchen, 1997: 16) suggest that Public Relations practitioners adopt roles organizations by taking on pattern of behaviours to deal with recurring type of situations and to accommodate others expectations. They acknowledge that practitioners may fulfil four roles to varying degrees; they argue that a dominant role will tend to emerge over time. They four types of practitioner roles that they identified comprise:

1. Expert prescribe
   In this practitioners are regarded as experts on public relations and consequently they are seen as best qualified to handle PR problems and identify solutions to them.

2. Communication facilitator
   In this role, practitioners are castes sensitive listeners and information brokers who act in a “go-between” role, facilitating communications.

3. Problem solving facilitator
   In this role practitioners collaborate with other managers to help define and solve organizational communications problems. Where as the expert prescribe role implies a passive role for other managers in the problem solving process, in this role practitioners work with managers to arrive at solutions to the problem facing an organization.
4. Communication technician

In this role practitioners merely provide technical communications services such as writing releases and features for the media. All decisions regarding strategy and actions are taken by the dominant management coalition in which practitioners have no role and they are simply given the task of communicating about the decisions taken by this dominant coalition.
CHAPTER III
DISCUSSION

A. History of PT. PLN (Persero)

The electricity in Indonesia began since Dutch dominated this country in 19th century. At 1901, the Dutch built the electricity company; the name was N.V Soloche Electritet Mij (S.E.M) for their own need. Electricity is related to the supplying and the usage of the electric power. The electricity for public began since the existence of Dutch company; it was N.V. Negm. This company, which previously produced gas, then developed electricity as one of its commodity for the public. At that time, the electric power was just two-diesel machines which were operated only at night, and then electric current was operated at noon started in 1936. Therefore, it did not work again in 1942.

When the power of Indonesia was taken over by Japanese from Dutch in 1942 on Word War II, the name of the company was Jawa Dengki Jigiyoso or Listrik Jawa Tengah (The electricity of Central Java) until 1945. In September 1945, after the independence of Indonesia, the authority of electricity was taken by Indonesian government from Japanese and formed Jawatan Listrik dan Gas (electricity and gas bureau). “Ketetapan Pemerintah No. I S.D. of 1945 on 27 October 1945” electricity and gas bureau became one of the members of Departemen Pekerjaan Umum.
The first electricity day was celebrated on 27th October 1946 at Badan Komite Nasional Indonesia Pusat (BKNIP) built in Yogyakarta. That’s why on 27th October had historical and formal values

Unfortunately, because of the first and second Dutch Military Aggressions in 1948, electric company had been taken from Indonesia to Dutch and became N.V. Soloces Electriced Mij (S.E.M) again of which center was in Lojiwaten. Dealing with this reason, the government of Indonesia released “Surat Perintah No. SP/PM/077/1957 on 10 Desember 1957” about the actions used to take the acquisition of electric company from Dutch. By the nationalization, “UU No. 86 of 1958” that was Dutch Companies Nationalization Rule was released. It worked in the time when Indonesian government owned an electric company. Then by “PP No. 18 of 1958”, those companies became Perusahaan Listrik Negara (Government Electric Company) or PLN.

To disseminate UU No. 19 Perpu of 1960 especially section 20 verse 1 UUD 1945, the government established Peraturan Pemerintah No. 67 of 1961 about Badan Pimpinan Umum Perusahaan Listrik Negara (BPU-PLN) which gave role to hold the power and management of companies owned by the government which work in electrical field and gas owned by Dutch which had been nationalized based on UU No. 86 of 1959.

In the middle of 1965, the government launched PP No. 19 of 1965 about:
1. Dissolution of BPU-PLN formed based on PP No. 67 of 1961
2. Establishment of Government Electric Company (PLN) and Government Gas Company (PLG).
Based on “PP No. 18/ 1972 jo PP No. 54/ 1972”, the status of *Perusahaan listrik Negara* (PLN) was ascended become *Perusahaan Umum (Perum) Listrik Negara* beginning from 1972. And since 1994 until now, the electric company status had been changed into PT. PLN (Persero) based on “Akte Notaris Sutjipto, SH No. 169 on 30 June 1994” in Jakarta, and “PP No. 23 on 16 June 1994”. And the electric power in Surakarta has become PT. PLN (Persero) The Distribution of Central Java and Special District of Yogyakarta of Service and Networking Area in Surakarta (*Distribusi Jawa Tengah dan Daerah Istimewa Yogyakarta Area Pelayanan dan Jaringan Surakarta*).

On 10 April 2001 based on the decree of general Manager of PT. PLN (Persero) *Unit Bisnis Distribusi Jawa Tengah dan Yogyakarta* No. 388.K/021/pd.11/2001, about the forming of Customer Servise Area started on 1 June 2001, PT. PLN (Persero) which previously used PT. PLN (persero) Branch of Surakarta changed into the new name; it was PT. PLN (Persero) Customer Service Area. Therefore, once again on August 2004, it was changed into PT. PLN (Persero) Service and Netwoorking Area of Surakarta up to now.

1. **The Location of Company**

PT. PLN (Persero) APJ Surakarta is located on Jln. Brigjend Slamet Riyadi No. 468 Surakarta. The group of this office is very strategic in the center of city. The transportation is accessable, either by public transportation or other vehicles.
There is one four-floor building of PT. PLN (Persero) APJ Surakarta which is used as the office. It also has a Mosque for staff. Besides, it has large parking areas, sport equipments, and cafetaria for staff of PLN. For providing the needs of officers of PT. PLN (Persero) APJ Surakarta also built koperasi and pharmacy for the staffs.

To ease the performance in giving its service to customer, PT. PLN consists of several APJ (Area Pelayanan dan Jaringan) or Service and Networking Area. Every APJ is also divided into UPJ (Unit Pelayanan dan Jaringan) or Service and Networking Units. For example PT. PLN (Persero) APJ Surakarta is the enterprise which provides the electricity requirements for all people of Solo and surrounding. PT. PLN (Persero) APJ Surakarta is divided into 11 PT. PLN (Persero) UPJ, as follows:

a. PT. PLN (Persero) UPJ Surakarta Kota
b. PT. PLN (Persero) UPJ Manahan
c. PT. PLN (Persero) UPJ Sukoharjo
d. PT. PLN (Persero) UPJ Grogol
e. PT. PLN (Persero) UPJ Kartasura
f. PT. PLN (Persero) UPJ Karanganyar
g. PT. PLN (Persero) UPJ Palur
h. PT. PLN (Persero) UPJ Sragen
i. PT. PLN (Persero) UPJ Sumberlawang
j. PT. PLN (Persero) UPJ Wonogiri
k. PT. PLN (Persero) UPJ Jatisrono
2. Vision and Missions

a. Vision

The vision of PT. PLN (Persero) APJ Surakarta is:

“To be recognized as World Class Company, which is well developed, excellent and trustee.”

b. Missions

The missions of PT. PLN (Persero) APJ Surakarta are:

- To operate the electricity business and the other related sectors based on the satisfaction of the customers, parts of institution and the shareholder.
- To make electric power being a media to increase the quality of human’s life.
- To make electric power become the spirit of economic activities.
- To make a business activity based on the environment awareness.

3. Motto, Philosophy and Logo

a. Motto

The motto of PT. PLN (Persero) APJ Surakarta is:

“listrik untuk kehidupan yang lebih baik”

Electricity for a better life

b. Philosophy

The philosophy of PT. PLN (Persero) APJ Surakarta is:

“Pembawa kecerahan dan kegairahan dalam kehidupan masyarakat yang produktif”
It means the bearer of brilliance and enthusiasm in the productivity of people's life.

c. Logo

- The compositions of logo
  - The flash of lightning is red. It is located in front of the all compositions.
  - The airwave is blue. It consists of three rows and it is located behind the shine symbol.
  - The rectangular is yellow with portrait positions as if it frames the unification of the symbols.

- The definitions of logo
  - The flash of lightning
    It shows that the right usage of electric gives good benefits. In contrast, if it is used in the wrong way, it gives the negative impact.

    The flash of lightning is natural phenomenon when the electrical positive ion in the sky meets the electrical negative ion electric in the earth. The pounding of those ions causes flame of electrical fire followed by light and sound.
The airwaves

Air is a conductor of electrical ions. PT. PLN (Persero) attempts to be a distributor of electricity for its consumers.

The yellow rectangular in portrait position

It shows that a shiny light. PT. PLN (Persero) hopes the electricity that they produce and distribute to the consumers could give benefits for them as if a light in the darkness.

4. The Organization Structure of PT. PLN (Persero) APJ Surakarta

Public Relations officer of PT. PLN (Persero) belongs to Legal, Public Relations and PKBL divisions.

a. Legal Division

The function of legal division are to handle problems relating and to legal matters such as a working contract between PT. PLN (Persero) and its customer.

b. Public Relations and PKBL (Program Kemitraan dan Bina Lingkungan) or Partnerships and Environment Development Program

Main duties of this division are:

- Partnership

To perform the analysis on proposals submitted by small entrepreneurs and to provide fund for a working capital loan at soft interest rate (rate of 6% a year for loan of less than Rp 10 millions and rate of 8% for loan of more than Rp 10 millions).
- Environment Development Program

It is to provide assistance on free to neighbourhoods around PLN office and assets of PLN.

- To take cooperation with press (printed and electronic media)

Printed media: Solo Pos, Suara Merdeka, Kompas, Jawa Pos, and Joglo Semar.

Electronic media: Radio Station of Surakarta, Local Television Station.

B. The Job Training

The writer did the job training in PT. PLN (Persero) APJ Surakarta located on Jl. Brigjend Slamet Riyadi no. 468 Surakarta for about one month. It was started from 2\textsuperscript{nd} to 31\textsuperscript{st} March 2009. The job training began on Monday until Friday started from 07.00 a.m. to 14.00 p.m, Saturday and Sunday were holiday.

From the job training, the writer knew about PT. PLN (Persero) APJ Surakarta.

The activities done by the writer during the job training were as follows:

1. Making a daily clipping of PT. PLN (Persero)

Based on the functions of Public Relations of institution which communicates between the customers and the institution, one of the duties of Public Relations officer in PT. PLN (Persero) APJ Surakarta was to make clipping related to the news of PT PLN (Persero) which had been released on newspaper, either local or national; they were: Solo Pos, Jawa Pos, Kompas, Suara Merdeka, and Joglo Semar. The most interesting clipping, would be submitted to secretary of manager of PT. PLN office to be read. The aim of
this activity was to tell the internal publics, including the officers PT. PLN (Persero) about the happening or events related to PT. PLN (Persero) in order to create a positive opinion of them toward PT. PLN (Persero) and to make them being active to follow the development of PT. PLN. The writer did this function to assist the PR Officer.

2. The socialization on many radio stations

During the job training, the public relations officer, Soeharmanto, S.E., conducted the socialization on several radio stations in Surakarta; they were RRI Programa 1, Metta FM, Solopos FM, PAS FM, RIA FM, Swara Slank FM, Karavan FM, and Jimbaran FM. The writer also observed and participated in the socialization of PT. PLN (Persero) in many radio stations in Surakarta. There were RRI Programa 1, Metta FM, PAS FM, and RIA FM. PT. PLN (Persero) socialized its program and listened to the complaint of customers about the services given by phone in each broadcasting. PT. PLN (Persero) had been represented by Public Relations Officer, Soeharmanto, S.E.

3. Participating in the weekly briefing

Briefing of all the staffs of PT. PLN (Persero) APJ Surakarta is usually done once in a week that is every Friday at 08.00 a.m. It is conducted after all of officers in PT PLN (Persero) join the gymnastics activity on the yard. After that, they were having breakfast together while briefing. Besides, to develop the relationship between the staffs of PT. PLN (Persero) APJ Surakarta, the briefing activity also has the aim; it is for discussing the new programs or
problems faced by PT. PLN (Persero) and also find the solutions of the problems.

4. Making Brochure

During the job training in PT PLN (Persero), the public relations officer show several kinds of brochures made to introduce to the publics, including customers, about the programs of them related to the electricity usage, such as the brochures about the right way for using the electricity, electricity savings program, the danger of storm containing the electrical components, etc. He also asked my colleagues and the writer made an interesting brochure based on the data provided in those brochures or data.

5. Visit to PT. PLN (Persero) UPJ

The public relations officer of PT. PLN (Persero) visited the branch of PLN (UPJ) represented by Mr. Soeharmanto, S.E.. He invited us to join him to visit:

a. PT. PLN (Persero) UPJ Grogol and PT. PLN (Persero) UPJ Manahan on 16th March 2009.

b. PT. PLN (Persero) UPJ Sumberlawang on 17th March 2009.

c. PT. PLN (Persero) UPJ Karanganyar and PT. PLN (Persero) UPJ Palur on 24th March 2009.

C. Electricity Saving Program of PLN

Electricity saving program of PT. PLN (Persero) APJ Surakarta is one of PT. PLN programs to save the energy of electricity for Indonesian people in the
era of technology. The needs of energy, especially electricity, increase because of the development of technology and national developing program.

Public Relations of PT. PLN (Persero) socializes the usage of energy of electricity which is safe and precise in household. PR officer supported by PT. PLN suggests to society to succeed the electricity saving program for continuing of this country.

D. The Efforts of Public Relations Division of PT. PLN (Persero)

Surakarta in Succeeding Electricity Saving Program

PT. PLN (Persero) APJ Surakarta is the company that provides the electricity requirement for all Solonese and surrounding. From year to year, the need of electricity is increasing along with the development of technology and science and the national development program.

The Increase of the price of world crude oil gives big impact for availability of the national electricity because the electric generator machine still relies on oil fuel and consequently, the government has to increase the subsidy for Indonesian people. Finally, the government released Inpres No. 2 of 2008 about energy saving including electricity. In the middle of 2008, PT. PLN (Persero) experienced the deficit of electricity because the supply of electricity from electric generator is less because of the usage of electricity which is highest at 05.00 p.m. to 10.00 p.m.

Based on the reason above, PT. PLN (Persero) which is the service company providing electricity has to be responsible to the success of electricity
saving program, by socializing and communicating to all customers to support the program. It is applied in PT. PLN (Persero) including PT. PLN (Persero) APJ Surakarta.

1. Planning the communication strategy of Public Relations on socialization of electricity saving

In planning communication strategy of electricity saving that happens in PT. PLN (Persero) APJ Surakarta, Public Relations Officer organized the both side communications between company and their public. For that reason, Public Relations of PT. PLN (Persero) APJ Surakarta, then has the obligation for implementing the external communication in order to influence the public, so that this socialization is successful.

In correlation with the characteristics of the program which relate to desire of many people, this activity must be prepared steadily. PT. PLN (Persero) APJ Surakarta creates a partnership with government to succeed energy saving including electricity. PT. PLN has a communication strategy to extend the information by giving socialization of electricity saving program to all customers. The strategy is arranged by using direct and indirect communication. Public Relations Officer PT. PLN (Persero) APJ Surakarta as coordinator on both sides communications with its publics, then Public Relations Officer formed a socialization team to ease the realization of this process of communication strategy.
2. Realizing the communication strategy of Public Relations in socialization of electricity saving

The strategy applied in this socialization is more referred to the form of Public Relations activities. All staffs in PT. PLN (Persero) APJ Surakarta also participated in this activity. Public Relations is concerned to the use of the direct communication through door-to-door approach, and they give explanation about this socialization. The indirect communication has been conducted by using electronic and printed media.

a. The target of communication strategy of Public Relations on electricity saving socialization

- Internal Public Company

The Internal public of PT. PLN includes the staffs or officers of PT. PLN (Persero) APJ Surakarta. By applying the electricity saving program to them, it is hoped that PT. PLN (Persero) APJ Surakarta can give the good example to other office or company. The staff of PT. PLN (Persero) APJ Surakarta participates with the socialization here as communicator in those socialization of communication strategy.

- External Public Company

This external public of PT. PLN (Persero) APJ Surakarta, includes customers, government, publics, press and the other companies. The good relationship between PT. PLN (Persero) and the external public, it is hoped that PT. PLN (Persero) APJ Surakarta get the supports of them to succeed this program.
b. Public Relations activity in electricity saving socialization

In the realization of electricity saving socialization, Public Relations creates a communication strategy by conducting several activities in order to get the support and sympathy of publics. The effort conducted by Public Relations PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program is to guarantee the providing of electricity in the future.

- **Direct communication**

  Direct communications is the form of face-to-face communication between communicator and communicant. Communicator is public Relations of PT. PLN (Persero) APJ Surakarta as a socialization team, while the communicant as the customers. In this activity, PR Officer of PT. PLN directly involved the customers in holding many events, such as seminar, talk show in schools, PKK, etc.

- **Indirect communication**

  Public Relations of PT. PLN (Persero) APJ Surakarta use media both electronics and printed media, to do the activities.

  - Socialization by electronic Mass Media

    - **Radio**

      In the framework of succeeding the socialization of electricity saving program, Public Relations of PT. PLN join radio station in Surakarta and its surrounding. This activity is conducted for giving the understanding to the society about
electricity saving program and the other program of PT.PLN (Persero). PR Officer of PT. PLN (Persero) APJ Surakarta join to many radio stations, such as: RRI (Progama 1), Metta FM, Pas FM, Suara Slank FM, Karavan FM, Ria FM and Jimbaran Fm.

The form of activity is a talk show in radio or live interactive dialog by teleconference with publics, especially customers. This coordination is conducted to transfer the information about the electricity saving program fast, so that the listeners who are also the publics of PT. PLN know the information transferred.

❖ Television

For socialization by television, PR Officer of PT. PLN (Persero) APJ Surakarta socialized the program conducted by local television; that is TATV. They did not make an advertisement of television for the socialization electricity saving program because it had been held by PT. PLN (Persero) Jakarta as the central office. The advertisement has been advertised not only in local, but national TV stations.

❖ Internet

For extending information about the socialization of electricity saving program, PT. PLN (Persero) APJ Surakarta also uses Internet. The external publics get the information
from the http://www.pln.co.id/. Customers will see the company’s profile, kind of service of PT.PLN (Persero) in this address. If the customers would like to give suggestions or make complaint, they also could use this website address. Customers may also send a short message service to know the newest information about PT. PLN (Persero) and its programs.

- **Socialization by Printed Mass Media**

  Public Relations Officer media also give positive message on socialization electricity saving program of PT. PLN (Persero) APJ Surakarta by having coordination with the printed media. PR Officer sent press release about the newest information about PLN and socialization of the newest program to customers. The printed media usually coordinated with PT. PLN were Solo Pos, Jawa Pos, Kompas, Suara Merdeka, and Joglo Semar. Printed media has function as media for criticisms and complaints from public/customers, then, it will be evaluated by PT.PLN (Persero).

- **Socialization by external publication**

  To get support from customers in the socialization of electricity saving program, PR Officer PT. PLN (Persero) APJ Surakarta also uses brochures, pamphlets, banner, ballyhoos, posters, etc. Socialization by using the publications is effective.
The communication strategy conducted by PT. PLN (Persero) APJ Surakarta in socialization of the electricity saving program is very effective. PT. PLN (Persero) APJ Surakarta has conducted the programs above and also made good relationship with publics because the optimal efforts in making good relationship can ease the success of programs of PLN.

The recorded data in PT. PLN (Persero) APJ Surakarta showed that there is a significant number of electricity saving. It is equal with the awareness of the people to save the electricity.
CHAPTER IV
CONCLUSIONS AND SUGGESTIONS

A. Conclusions

Electricity is very important for human life. All daily activities of society in modern era use it. As governmental asset, the main duty of PLN is to provide the electricity for the entire Indonesian people’s requirement. To conduct its program, PT. PLN (Persero) worked the Public Relations Division for succeeding its program and building its image to the publics.

One of the prioritised programs today is the issue electricity saving. PR division has a great contribution to succeed this program by doing efforts:

1. The role of Public Relations officer in PT. PLN (Persero) APJ Surakarta

The role of Public Relations officer in PT. PLN (Persero) APJ Surakarta is very important for the existence of company, especially for succeeding the planned program, such as the electricity saving program. The main roles of Public Relations of PT. PLN (Persero) are as below:

a. Giving information and direction to the stakeholders by using direct and indirect socialization.

b. Maintaining the good relationships with stakeholders.

c. Making the good cooperation with press and media, either printed or electronic as one of channels in conducting the role of Public Relations.
2. The efforts of PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program

This program has to be succeeded by Public Relations of PT.PLN (Persero) because the needs of electricity of Indonesian people included the Solo society, day-by-day, increase, while PT PLN (Persero) cannot provide the need of electricity. By using electricity effectively and efficiently, PT. PLN (Persero) may exist and can continue its efforts for providing electricity for society in the future. Moreover, this program indirectly has contribution to the development of Indonesian country because the government can allocate the subsidy of electricity to the other program. Thus the electricity saving program has being the culture of the society.

The efforts of Public Relations division of PT. PLN (Persero) APJ Surakarta in succeeding electricity saving program are through two ways. They are:

a. Direct communication

Direct communications is the form of face-to-face communication between public Relations of PT. PLN (Persero) APJ Surakarta and customers in holding many events, such as seminar, talk show in schools, PKK, etc.
b. Indirect communication

- Socialization by Mass Media

Public Relations of PT. PLN (Persero) APJ Surakarta use mass media, either electronic or printed media, such as radio and television station in Surakarta. PT. PLN (Persero) APJ Surakarta also uses Internet.

- Socialization by external publication

To get support from customers in the socialization of electricity saving program, PR Officer PT. PLN (Persero) APJ Surakarta also uses brochures, pamphlets, banner, ballyhoos, posters, etc. Socialization by using the publications is effective.

B. Suggestions

1. For PT. PLN (Persero) APJ Surakarta

   The electricity saving program should be socialized more and more by Public Relations of PT. PLN (Persero) because it is not only for the existence of company, but also for the continuation of human life in the future.

2. For Society as the Public of PT. PLN (Persero) APJ Surakarta

   The electricity saving program is very important to development of country we should succeed this program if we do not want the supply of electricity being lost. Human being depends on electricity, especially in technology era, so the electricity saving program has to be our culture.
BIBLIOGRAPHY


Kebutuhan energi listrik meningkat dari tahun ke tahun, kenyataan ini menyadarkan kita agar bisa memanfaatkannya secara hemat dan tepat. Dengan demikian berarti kita melakukan penghematan biaya rekening listrik dan ikut menjaga kelangsungan ketersediaan pasokan tenaga listrik bagi generasi yang akan datang.

Budayakan menghemat Listrik

PT PLN (Persero)
Area Pelayanan & Jaringan Surakarta
1. Menggunakan daya listrik sesuai dengan kebutuhan dan kemampuan kita
2. Menggunakan peralatan rumah tangga disesuaikan dengan daya yang terpasang
3. Menggunakan peralatan listrik yang hemat energi
4. Membudayakan pada anggota keluarga untuk menghemat listrik dengan cara antara lain sebagai berikut:

**KULKAS:** aturlah suhu sesuai kebutuhan, semakin dingin suhu tenari es semakin banyak energi yang diperlukan, hindari pen masukan makanan/minuman hangat kedalam kulkas, jika seceukupnya, sehingga peredaran udara digunakan tetap terhambat, pinu kulkas harus ditutup rapat, buka sepektinya.

**SETERIKA LISTRIK:** gunakan thermometer yang sesuai dengan jenis bahan pakaian, matikan seterika setelah selosa menyenger atau bila akan diringgalkan atau menyejukkan yang lain

**AC:** pakai daya yang sesuai, matikan bila tidak dipakai, atur suhu sesaksipnya, usahakan ruangan ber ac selalu tertutup, rutin membersihkan filter.

**TELEVISI, RADIO, TAPE, COMPUTER:** matikan peralatan elektronik bila tidak digunakan.
GUNAKAN LAMPU HEMAT ENERGI (LHE)

LAMPU HEMAT ENERGI (LHE)
LEBIH HEMAT LISTRIK
DIBANDING LAMPU PIJAR

PT PLN (Persero)
Area Pelayanan & Jaringan Surakarta
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LISTRIK UNTUK KEHIDUPAN YANG LEBIH BAIK
1. Gunakan Daya Listrik sesuai dengan kebutuhan dan kemampuan kita.
   - Pilih alat listrik yang hemat energi / listrik.
   - Aturlah suhu Lemari Es sesuai dengan kebutuhan, semakin dingin suhunya semakin banyak energi yang dipotulkan.
   - Gunakan peralatan listrik sesuai dengan daya.
   - Matikan peralatan elektronik bila tidak digunakan.
   - Gunakan sorot listrik pada siang hari dengan temperatur yang sesuai dengan jenis bahan pakaian, matikan sorot setelah sesuai menyiratkan atau bila akan ditinggalkan untuk mengerjakan yang lain.
   - Gunakan peralatan listrik yang hemat energi.
   - Pakai daya AC yang sesuai dengan ruangan, matikan bila tidak dipakai, atur suhu secukupnya dan usahakan ruangan ber-AC selalu tertutup. Bersihkan filter AC secara berkala.

2. Budayakan keluarga untuk menghemat listrik.

Ganti Lampu Dengan Lampu Hemat Energi!!