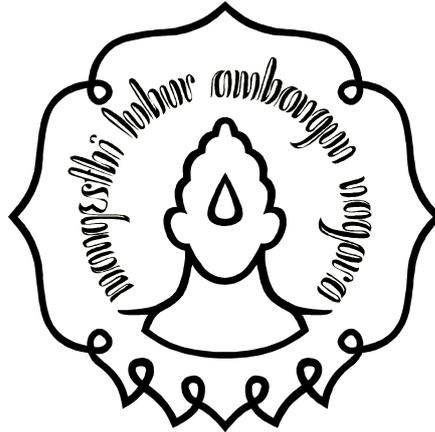


**THE ROLES OF PUBLIC RELATIONS OF
MARKETING DEPARTMENT IN
LEMBAGA TOEFL INDONESIA SURAKARTA**



FINAL PROJECT REPORT

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

By
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**ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
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2009**

APPROVAL OF CONSULTANT

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

Final Project Report : The Roles of Public Relations of Marketing Department

In Lembaga TOEFL Indonesia Surakarta

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PREFACE

This Final Project report is written to fulfill 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 Lembaga TOEFL Indonesia Surakarta. She was apprenticed to this private company as a Public Relations Practitioner.

This report describes the roles of public relations division of LTI Surakarta which is under the marketing department. It also describes the effort of public relations division to maintain the good relationship with its public.

Finally, I invite and appreciate responses, comments and suggestions from the readers for the perfection of this report. I hope this final report is able to give benefits to the readers.

Surakarta, January 2010

The writer

MOTTO

“Some say the world will end in fire

Some say in ice

From what I’ve taste of desire

I hold with those who favor fire

But if I had to perish twice

I think I know enough of hate

To say that for destruction ice

Is also great and would suffice” (Robert Frost)

“Time is the father of the truth and experience is the mother of anything”

(John Giovanni Florio)

DEDICATION

This Final Project is exclusively dedicated to:

- ♥ God The Almighty
- ♥ My Lovely Family
- ♥ My Best Beloved RIP Dog “Nur”
- ♥ English Diploma Program, Faculty of
Letter and Fine Arts, Sebelas Maret
University

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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.

I have received much assistance from a number of parties and interested friends in writing this report. On this occasion, I would like to express my sincere gratitude to:

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2. Mr. Yusuf Kurniawan, S.S., M.A., the Head of English Diploma Program
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7. My Family, for love and support. Thank you for your trust.
8. My lovely in memoriam dog, Nur, -even I know you will never read this- thanks for being my best ever friend in my life, with you I can only trust my heart in a real friendship. I know you were a good dog and you will always be my best dog I ever had. I believe God has made the most beautiful place for you there in the rainbow bridge. You will always be in my heart.

9. My best man, I never find any words that fit to you. But you know who you are.
10. My friends in “Goodreads”, the Twilight Lover group, thanks for your same hobby. Finally I can make friends for the same book turner.
11. Stephenie Meyer, Dan Brown, Sarah Jessica, Djenar Maesa Ayu, Clara Ng, and so many –top bgt- writers in the world, thanks for your writing it was really a big help when my brain stuck somewhere I don’t know, I know what I need is your book. I wish I can fill the ink in my head into sentence just like you do.
12. My friends in VC English Diploma, thanks for being a nice friend for me.

I invite and appreciate comments and suggestions from the readers in the hope that this final project will be better. I hope this final report is able to give benefits to the readers.

Surakarta, January 2010

Palupi Angga Puspitasari

ABSTRACT

Palupi Angga Puspitasari. 2009. The Roles of Public Relations of Marketing Department in Lembaga TOEFL Indonesia (LTI) Surakarta. English Diploma Program of Faculty of Letters and Fine Arts, Sebelas Maret University.

This report is written based on the observation conducted by the writer in LTI Surakarta by doing her job training. The purpose of this final project is to describe the roles of Public Relations Division in LTI Surakarta.

The roles of Public relations division in LTI Surakarta are divided into two categories. They are: (1) the internal, and (2) the external roles. The writer did some jobs with the Manager Marketing of LTI Surakarta by helping the Manager Marketing to finish his job like did the lobbying and solving complaints to gain the informations reported nin this report.

The internal roles are the roles conducted by Public Relations Division to increase the performance of company by conducting their plans. The internal programs of Public Relations of LTI Surakarta are addressed to the internal public; they are officers including the public relations officer. Meanwhile, the external roles are the roles of Public Relations Division to increase the performance of company by conducting the programs addressed to the external publics as stake holders of LTI Surakarta. The external public includes other companies, government and official, press media, and advertising agency.

From the discussion, the writer concludes that Public Relations Officer has conducted its roles, either internal or external roles. However, the company's decision which placed one person to hold double jobs for the Public Relations Officer and Manager Marketing was not really effective because both of them had different focus. Public Relations tends to create and maintain the relationship and cooperation with public without ignoring the goals of company, while marketing is only focused on the selling of products of the company to get profit. Thus, the writer gives suggestion to the company to recruit more officers to hold each position in organization to get the optimal result.

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CHAPTER I

INTRODUCTION

A. Background

Public Relations is the management functions from structured and planned activities that establishes and maintains mutually beneficial relationship between an organization and the public on whom its success or failure depends.

Public Relations is needed because it is important for its role in the company. Public Relations practitioners communicate with all relevant internal and external publics to develop positive relationship and to create consistency between organizational goals and societal expectations. Publics Relations practitioners develop, execute and evaluate organizational programs that promote the exchange of influence and understanding among organization constituent parts and publics.

The general functions of Public Relations is to establish goodwill, tolerance, mutual understanding, mutual appreciation, favorable publics opinions and exact image based on the principal of the internal relations and external relations. The basic aims of Public Relations are public understanding, public confidence, public supports and public cooperation. (Beard, 2004: 6)

Unfortunately, not all companies understand about the importance of Public Relations division. Recently, some of them are aware that public relations have important roles in communicating between company and public. (Jefkins, 1995: 4) They consider that public relations have similar roles with marketing. (Jefkins, 1995: 2) That is why some of companies, both commercial and non-

commercial, either public or private - do not have a public relations division in their institutions.

Different from Public Relations, marketing has a commercial purpose in order to increase the company profit. The existence of marketing is very vital because it affects the running of company. According to (British) Chartered Institute of Marketing (CIM), marketing is a management process, which is responsible to identify, anticipate, and satisfy the customer's need or desire in order to get the profit. (Jefkins, 1995: 12) When the marketing division cannot work well, it can be predicted that the company will be bankrupt.

From the explanation above, it can be concluded that public relations and marketing have a relationship in realizing the goals of the company; however, they have different roles. Public Relations supports the activity of marketing in conducting its program indirectly because of the position and proximity of public relations with publics; either internal or external publics. (Jefkins, 1995: 13) Beside giving assessment in dealing an agreement of the marketing officers with its clients, public relations are also used to maintain the relationship between company and its clients in order to maintain the cooperation between the related companies with the public including the target clients.

Lembaga TOEFL Indonesia (LTI) Surakarta is one of the English Companies in Surakarta dealing with English courses, TOEFL and TOEIC certificates. LTI Surakarta understands about the significance of the public relations in the continuity of company. As a commercial company, LTI Surakarta always applies the public relations concept to create a mutual communication between company and their publics. The clients get the same position as other

company clients such as advertising agencies, stakeholders, and the other companies, in order to speed up the marketing program in maintaining the existence of company life. That is why the LTI Surakarta put their public relations division in the marketing department. Even though, Public Relations has a lower position than marketing, the roles are important in the existence of marketing department.

To find out the roles of Public Relations of marketing department in LTI Surakarta, the writer conducted job training in LTI Surakarta at Jalan Depok No.7 for about 100 hours. Based on my experience of conducting the job training, I am interested in discussing:

“The Roles of Public Relations of Marketing Department in LTI Surakarta”

B. Objectives

The objectives of this paper are:

1. To find out the roles of Public Relations of marketing department in LTI Surakarta
2. To find out the ways of Public Relations in creating and maintaining the relationship with its public

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 of marketing department in LTI Surakarta

2. The Institution (LTI Surakarta)

The report can be used by Marketing Division of LTI Surakarta to find the way to maximize the role of Public relations division

CHAPTER II

LITERATURE REVIEW

A. Public Relations

The idea of public relations was firstly introduced by American Association of Railroads in 1897. As the new part in discipline of management, it was known as press agency. Therefore, Ivy Ledbetter Lee in Lee's Declaration of Principle changed the term of press agency to be the publicity bureau. The main idea of Declaration of Principle as written by Goldman in *Two-Way Street* is that public cannot be ignored. Lee's argument has signified the evolution of public relations terms explaining above. Lee was also the pioneer who used the term of press release or news release firstly when the strike of coalmine worker happened in 1906. Lee's idea has led to the development of publicity and given some training for the publicity adviser in many institutions. Even though, Lee did not use public relations term yet, Lee has conducted the role and function of public relations. (Simandjuntak et al., 2003: 3 - 4)

In early development of public relations, the practitioner of public relations did not have a formal qualification of Public Relations discipline. However, in the initial of 1990th the educational strata of public relations began to be recognized. The company began recognizing the role of Public relations in developing effort. (Beard, 2004: 8)

Public Relations according to IPR are discipline which focus 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 linier 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 defines Public Relations as an interactive concept in which the planned and sustained effort conducts to direct the public opinion through the good characters and responsible performance based on the mutual relationship. (Simandjuntak et al., 2003: 27) Another definition of Public Relations emphasizes on the management functions in evaluating the public behavior; identifying the procedure and policy of organization or individual with public desires; planning and determining the action in order to gain the understanding of public. (Simandjuntak et al., 2003: 29)

“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.”
(<http://www.calegion.org/html/public-relations>, October 2009)

Public Relations has a big role for organization or company management. Public relations learn about how the organization or company should do/ 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 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 help to anticipate and respond perception and public opinion, new trends and life style, and changes, which happen in society. Simandjuntak et al. states that without effective public relation, organization tends to be unresponsive to changes of surroundings and the impact is the undirected and unexpected development of organization. (Simandjuntak et al., 2003: 17) It means that a good management of public relations can lead to the success of organization.

Shortly it can be inferred from Public Relations definition above that Public Relations is a management function from structured and planned activities which goal are to create understanding, sympathy, and support from them who have connection with the company by studying the public behavior and opinion.

Even though each organization should have their own consistent approach related to the communication and management of reputation, the whole process can be divided into several area and field. The terminology and division should not be consistently and universally agreed, but most of practitioners state that public relations consist of main fields, they are:

- corporation and finance communications
- corporation with government
- marketing communication
- internal communication
- line of communication with society

(Beard, 2004: 8)

From the explanation above, it shows that every field has its own characteristics, which can affect the structure and management of public relations department. There is specific characteristic of each sector that will affect management of public relations department. Generally, every field has explanation about:

- the purpose of activity
- public
- the contain of work-program
- the connected stakeholders
- the specific skill and needed experience (Beard, 2004: 9)

B. Marketing

Marketing is management function, which identifies the desires and needs of people; offers the goods and services to satisfy the demand of consumers; and causes the transactions of goods and services in a mutual and valuable exchange for each party. (Simandjuntak et al., 2003: 36)

Philip Kotler defines marketing as 'satisfying needs and desire through an exchange process'. Marketing is a process in satisfying the need and desire of people. All of activities in relation with satisfaction of people's need and desire are part of marketing concept. Marketing starts with satisfying the need of people that then develop into the desire of people. Marketing is an art process which is trying to make consumer satisfied. (<http://rumahbisnis.wordpress.com>, October 2009)

Marketing is something that covers all of the system which connected with the aim to plan and decide price then after that to promote and distribute the products and services to the consumer. Marketing is something that includes all of the steps which are used or needed to place the tangible product to consumer. Marketing as "The management process responsible for identifying, anticipating and satisfying customer requirements profitably." (<http://organisasi.org>, October 2009)

From marketing definitions above it can be concluded that marketing is an activity that consists of steps of which main goal is to distribute the products and services to consumer and to fulfill the need and desire of the consumer. Marketing is the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large. The term developed from the original meaning which referred literally to going to market, as in shopping, or going to a market to buy or sell goods or services.

C. The Relationship Between Public Relations And Marketing

In relation to marketing communication, some people consider that marketing is similar to public relations. People consider that public relations contain the marketing management function because it commonly supports the activity of marketing.

Marketing is defined as “an ongoing process of planning and executing of the marketing mix (Product, Price, Place, and Promotion) of products, services or ideas to create exchange between individuals and organizations.”
(<http://rumahbisnis.wordpress.com>, October 2009)

Marketing tends to be seen as a creative industry, which includes advertising, distribution, and selling. It also concerned with anticipating the customers’ future needs and wants, which are often discovered through market research. Essentially, marketing is the process of creating or directing an organization to be successful in selling a product or service that people not only desire, but are willing to buy. Therefore good marketing must be able to create a “proposition” or set of benefits for the end customer that delivers value through products or services.

Further, it can be said that marketing emphasizes on:

1. the needs and willingness of people/ society (demand of consumers)
2. An offer of the goods and services which can satisfy the demand of consumers. The demand of consumers generally bases on the utility value, and satisfaction.
3. The transactions of products and services to the consumers are conducted in order to obtain the valuable exchange. This function differentiates the concept of marketing public relations. (Simandjuntak et al., 2003: 39)

In practice, Broom and Tucker have argued that marketing is a coordinated research, product design, packaging, the price fixing, promotion, and distribution. The

purpose of marketing is to appeal and satisfy the consumers or clients in long term in order to reach the profit margin of organization. The basic responsibilities are to develop and maintain the market of the products and services of organization. (Simandjuntak et al., 2003: 37)

Marketing needs public relations for publicity because public relations principal tool is to support its roles. The role of public relations practitioners are to write publicity or news in media, communicate the products to the consumers or publics through media, and create a good relationship with journalist. Actually, these activities are part of marketing effort because the marketer is designed to promote the exchange between the organization and its consumers. For example, the public relations Hill & Knowlton prepare their nutrition expert of Snack Company about how to face the journalists' question related to "Fake Fat" Olestra, during the test period which is in their non-fat potato crackers product. (Simandjuntak et al., 2003: 37 - 39)

Some organizations conduct a marketing relationship with their customers as one of organizational relationship. From the organizational structure, marketing is a counterpart of public relations function in a large scale. Others see marketing as the main function. They consider the whole relationship - expect the relationship between organization and their customers (such as: their relationship with employer, investor, company/ organization partners, government, etc) - is needed if the situation uses marketing concept. (Simandjuntak et al., 2003: 37 – 38)

Only few organizations have identified *the relationship between organization and customers* as a part of public relations and it makes the public relations departments responsible to the ignorance of marketing department, such as the attention of focusing on consumers and its surroundings – includes the suggestion to use the products, safety information, complaint, and reparation service. In an organization, mostly marketing

and public relations is separated and they have distinctive management function, however, they are complementary each other. (Simandjuntak et al., 2003: 38)

Marketing specifically, operates a linear management which transfers the input of organization into a valuable output for publics. On the other hand, Public relations also functions to manage staffs in the form of providing consultation as well as other services to support the linear function. The case is that many organizations, managements, public relations, and marketing cannot differentiate obviously the two concepts or understand the relationship between these two organizational functions. (Simandjuntak et al., 2003: 38 - 39)

Shortly, marketing focuses on the relationship between organization and consumers. The result of marketing effort is transactions with consumers and finally the goal of organization can be reached. Meanwhile, public relations have a large range of relationship and purposes because it is not only customers as their publics, but also other publics, such as: the employer, investor, partners of organization or company, special interest group, government etc.

The effective public relations gives contributions to marketing effort in maintaining hospitable social and political environments. Like public relations, the successful marketing which satisfies consumers can improve and maintain the good relationship with other public, such as investor, government, and the leader of society. In contrast, the failure to create public trust (consumers or clients) can produce the bad impact for the organization and company. As a result, it becomes the new problems for public relations. (Simandjuntak et al., 2003: 39)

In conclusion, to reach the organizational purposes, public relations and marketing should be applied. Each of them has their own characteristics; however, they give complementary contributions in developing and maintaining the important

relations between the organization and the public for the success of company. When the one is ignored, it can be a problem for the other. (Simandjuntak et al., 2003: 41)

CHAPTER III

DISCUSSION

A. LEMBAGA TOEFL INDONESIA (LTI) SURAKARTA

Lembaga TOEFL Indonesia Surakarta (LTI) is an English test and courses center dealing with education. Located at Jalan Depok 7 Surakarta, LTI Surakarta is one of the old English non-formal schools. It is a commercial company in the name of Yayasan TOEFL Indonesia with the head office in Jakarta. Besides providing the TOEFL test and certificates as the main product of the company, it also makes other kind of English guiding and learning, such as TOEIC test and preparation, English for Conversation (General English), English for Special Purpose, English for Teenagers (Children and Kids). For developing its efforts in its business field, Lembaga TOEFL Indonesia Surakarta employs Public Relations to maintain a good relationship between the company and their clients, such as students, the other companies, government, advertising agencies, etc.

Public Relations has big roles in the company. There are many activities conducted in order to reach the goals of Lembaga TOEFL Indonesia Surakarta and they are not easy. Public Relations as one of important divisions in LTI Surakarta has multi roles. It does not only maintain relationship, but also helps the other divisions, such as marketing department and academic division. By making cooperation with all divisions, Public Relations have just realized the company programs.

In the writer's job training conducted on March 6th until April 24th, 2009, she observed about the roles of Public Relations division in LTI Surakarta. There are many contributions of public relations division, especially helping the task of

marketing department. During the job training, the writer conducted observation and recording in order to get accurate data for her report. As a result, in this chapter, the writer will explain the history of LTI Surakarta, her tasks when she did the job training in LTI Surakarta, and the roles of public relations division based on her observation.

1. History of Lembaga TOEFL Indonesia Surakarta

Lembaga TOEFL Indonesia (LTI) is an Independent English institution. The main product of this company is TOEFL and TOEIC test and certificate. At the first time, Lembaga TOEFL Indonesia was founded by Yayasan TOEFL Indonesia pioneered by DR. Marhamah Syarief M. Pd (S3) Doctor of English Education at May 2nd 1996. At the beginning LTI operated in JABOTABEK and Karawang by giving TOEFL test to more than 60.000 participants and worked together with University.

In early 2000, LTI has succeed to open branches in many Academic Town in Indonesia, such as Yogyakarta, Surakarta, Bandung, Malang, Pekanbaru, Padang, Jambi, Palembang, and Semarang. At July, 20th 2000 in Jakarta DR. Marhamah Syarief M. Pd established LTI branch Surakarta, with the office in Jalan Depok 7.

As the demand and need of the society, LTI tried to create two excellent programs; TOEFL Institutional Test Service and English Training Service. The TOEFL is made by the Institution that created TOEFL International, Educational Testing Service (ETS) in Princeton, New Jersey, United States of America. The

way, material and TOEFL standard scoring in LTI is same with TOEFL International.

The boards of directors of the LTI head office are:

Founder	: DR. Marhamah Syarief M.Pd.
President Director	: DR. Marhamah Syarief M.Pd.
Marketing Director	: Iswadi I. N. SE. MM.
Academic and Financial Director	: Drs. Mulyadi Amir M.Pd.
Development and Cooperation Director	: Drs. H. Fauna Sukma Prayoga

The boards of Management in LTI Surakarta are:

Branch Office Director	: Muchlis Joko Achmadi S.H
Marketing Manager	: Supriyanto B B.A
Academic Manager	: Isnadi S.S
Administration Manager	: Rini Astuti

2. Vision , Mission and Strategy of LTI Surakarta

The mission, vision and strategy of Lembaga TOEFL Indonesia are as follows:

Visions:

Lembaga TOEFL Indonesia (LTI) Surakarta has objectives to be a world class institution in language academic field that gives advantages to all parts of the society.

Missions:

Lembaga TOEFL Indonesia (LTI) Surakarta places itself as an institution, which is giving the best solution for language problems. Every LTI graduated student is being prepared to have international language competency.

Strategy

In order to pull up the vision and mission, Lembaga TOEFL Indonesia (LTI) Surakarta placed human resources who have good quality and high loyalty with commitment and high dedication. This superiority is balanced with regular and measured trainings for human resources. In terms of material, LTI always follows carefully every language learning development and always tries to be getting ahead. LTI always priors quality standardization, develops updated learning material, accommodates creative ideas, provides supporting equipment and tool for learning activity.

B. Activities During the Job Training

1. The Writer Activities

The writer conducted the job training at Lembaga TOEFL Indonesia (LTI) Surakarta on March 6th until April 24th, 2009 to fulfill the requirements to graduate from English Diploma Program. While conducting the job training, the writer did several activities related to the tasks of Marketing Division since she works as Marketing assistant staff. Mr. Supriyanto, the Marketing officer of LTI Surakarta who also works as Public Relations in the LTI Surakarta gave explanation and direction about the job description of Marketing on the writer's day of the job training. The Introduction with the personnel of administration and academic in LTI Surakarta was also conducted. The reasons were the administration and academic departments have similar room to marketing division and it could make a good cooperation among personnel of LTI Surakarta. Mr. Supriyanto also introduced her to the branch director of LTI Surakarta, Muchlis Joko Achmadi S.H. He told her the history of LTI Surakarta chronologically as written in this chapter.

The activities which were conducted by the writer are:

a) Writing a Letter

Lembaga TOEFL Indonesia (LTI) Surakarta usually cooperates with clients, both companies and governmental or non-governmental institutions. Making a letter of offer or cooperation letter is one of many ways conducted by LTI Surakarta to begin the relationship with its clients. Marketing Officer asked the administration officer to write the cooperation letter addressed to some parties. The activity is related to the programs, which would be held

by LTI Surakarta, such as cooperation letter addressed to SMK Adi Sumarmo Karanganyar.

The cooperation letter addressed to SMK Adi Sumarmo Karanganyar was written to offer TOEIC test and preparation program to the 3rd grade students. The activity of program is by giving a pre-test TOEIC and TOEIC preparation includes the certificate that is very useful for the students in the vocational school. This program shows that LTI Surakarta gives more attention to students from vocational school in order to get a job when they have graduated from the school by using the TOEIC certificate.

b) Taking and Making a Call

The communication tools usually used by marketing officer are telephone and mobile phone. Almost all communications between Marketing and clients dealing with the implementation of events or promotions use telephone and mobile phone. It is caused by several reasons, such as the big number of clients which have to meet. On other hand, there is limited time which marketing officer has.

The example of communication by phone which was conducted by marketing officer is communication between marketing officer and the teacher of SMAN 6 Surakarta. Marketing officer made a call to SMAN 6 Surakarta to make a conversation with one of the teachers there in relation to the management of TOEFL test in SMAN 6 Surakarta. Marketing Officer has to know the situation and condition in SMAN 6 Surakarta, either about the mindset of headmaster – agree or not with such a program, and the interest of students of SMAN 6 to join the program. Marketing Officer also

called the headmaster directly to make an appointment with him. The headmaster as the supervisor of school had to know the activities, either academic or non-academic which would be held in the school because it would involve his students.

In this case, the writer's role is the caller that confirmed the event or program that is being proposed.

c) Lobbying

Lobbying is one of activities, which have to do to get the agreement in cooperation among two or more organizations or companies. Marketing Officer of LTI Surakarta often did negotiations with some institutions or companies. It was conducted to get the permission or agreement of second party (institutions or companies) to do the planned program.

The writer joined Marketing officer to negotiate with several institutions. It happened when Mr. Supriyanto negotiated with the headmaster of SMAN 6 Surakarta related to the realization of the arrangement of TOEFL test for the 3rd grade students.

Besides, Marketing Officer also conducted lobbying to others, such as the governmental and non governmental school which planned to increase their student's capability in English such as SMK Adi Sumarmo Karanganyar, SMA Al Islam 1 Surakarta, SMAN 4 Surakarta, SMAN 3 Surakarta, SMPN 20 Surakarta, SMK Saraswati Gemolong, etc.

d) Preparing Test Equipment

Lembaga TOEFL Indonesia (LTI) Surakarta as independent English institution is always tries to give the best service to the clients and public.

When the writer conducted the job training, Mr. Supriyanto gave her some advices in preparing test equipment for example; the TOEFL test in SMAN 3 Surakarta. The Marketing Officer should know how much the students are that joining the test in order to avoid problem when the test is being held. The first step to do is measuring the number of the participants, then preparing and checking the book test and the answer sheet, the most important to do is make sure that the book test is cleared from any scratch. The second step is deciding the player cassette, will it be centralized at the school or LTI Surakarta provides the player cassette. The third step that is the most important one is measuring how many instructors are needed to manage the test. The numbers of the instructor depend on the number of the class.

e) Taking Part in LTI Surakarta Programs

Several programs that were done while the writer did the job training are: Conducting TOEFL test program in SMAN 3 Surakarta, TOEIC test and Preparation Program in SMK Adi Sumarmo Karanganyar, Teachers Training program in SMPN 20 Surakarta, English for Conversation program in SMK Saraswati Gemolong. Those programs are the interpretations of the LTI Surakarta programs in order to be a world class institution.

C. The Obstacles in The Job Training

During the job training, the writer helped Marketing Officer in conducting his program. The writer did not only observe, but also learned about the way of him in facing and solving the problem.

Mr. Supriyanto, the only one of the Marketing Officer, which had double position in Lembaga TOEFL Indonesia (LTI) Surakarta as Public Relations and marketing manager did his tasks professionally. As a result, marketing division finished its programs well and got a good result. However, there were several obstacles, which were encountered in conducting the programs of LTI Surakarta, they were:

- i. The double functions of Mr. Supriyanto as a marketing officer and public relations could disturb his concentration in doing his programs.
- ii. There were many sales persons who came to the office of LTI Surakarta, to offer their products, such as foods, stove, milk powder, etc. Their coming on a working time could disturb the officer's performance.
- iii. The lack of staff personnel of the company forced almost all staff of LTI Surakarta to be mobilized in the events, which were conducted. For example: when LTI Surakarta conducted the TOEFL or TOEIC test, Marketing Officer is the one who responsible to the test equipment from preparing test books until renting a car to transport the instructors.

- iv. The unaware students of the importance of TOEIC or TOEFL certificates and score have made LTI Surakarta sometimes be less appreciated by the students.
- v. The lack of advertisement of LTI Surakarta has made the society less care and uninformed about LTI Surakarta, its product and its existence.
- vi. The lack of coordination between the related parties, either the school, LTI Surakarta or the students, it would create problems in conducting the programs.

D. Roles of Public Relations in Lembaga TOEFL Indonesia Surakarta

Public Relations in LTI Surakarta is merged with the Marketing Department. It means that Public Relations Officer (PRO) has to bear responsibility to marketing manager. Mr. Supriyanto who handles that double function, reports his work/ programs to the director. Based on the conversation with Mr. Supriyanto, he stated that two years before the writer conducted the job training in this institution; Public Relations Division in LTI Surakarta was not under the marketing department and had a responsible position with the director. Because of the lack of personnel in LTI Surakarta, especially in the marketing manager position, the company placed the public relations division under the marketing department in its organization structure of LTI Surakarta. This decision was conducted to get the effectiveness of work in order to advance the company. Besides, the company considered that the public relations in its company has similar role with marketing division. As the consequence, Mr. Supriyanto held two positions at that time; they were public relations officer and marketing manager. The company decided to place the public relations under the marketing department in the name of "Public Relations and Promotion Division".

Based on LTI's experience, it shows that both sections – Marketing and Public Relations are correlated each other and should be done in harmony. Similarly, Mr. Supriyanto also stated that the combination between public relations division and marketing department would be more effective when both of them cooperate well. It was the reason why the public relations division of LTI Surakarta had a responsible position with marketing; however, it was not included

the decision of the company which asked Mr. Supriyanto to do the double jobs in this company; they were as the marketing manager and Public Relations Officer in LTI Surakarta.

Basically, the roles of Public Relations division in LTI Surakarta has divided into two categories; they are internal and external roles. The internal roles are the roles conducted by Public Relations Division to increase the performance of company by conducting their action plans that the target is the internal public of LTI Surakarta. They are officers of LTI Surakarta including public relations division and board of directors. The external roles are the roles of Public Relations Division to increase the performance of company by conducting the programs addressed to the external publics as stake holders of LTI Surakarta. The external public includes other companies, students, organization services, government and official, opinion leader, press media, and advertising agency.

1. The Internal Roles of Public Relations Division

The internal roles of public relations of LTI Surakarta are:

- a) To support the marketing division of LTI Surakarta in conducting its tasks.

Public Relations Division in LTI Surakarta has some roles to support the marketing activities. The main purpose of marketing department is to get the profit for the advance of company. Many activities are conducted by Public Relations Division to realize the programs of marketing department related to the internal public of the company. Public Relations Officer made cooperation with the other divisions (i.e. academic division) to make the

material for a new program as the need and want of the society and get the right and capable instructor to be placed in a school or handling a class.

b) To keep the interpersonal relationship of LTI Surakarta

Public Relations Officer has responsibility in creating and maintaining the good relationship between the personnel of LTI Surakarta. The relationship is between officer and officer, personal and division, division and division, and personal/ division and the company (LTI Surakarta). It is important to conduct because the harmonic situation could make good condition of the company. The success could be reached when the company was in the stable condition. For example: Public Relations gave suggestion to the administration officer to make up a gathering activity such as going for dinner together just to make the bond of the officers be more closer, keeping the warm and family like feeling in their selves.

c) To solve the real crisis happened in LTI Surakarta

Conflicts usually happened when the communication between two or more parties did not run well. The problem which can not be solved well appears the new conflict to the related parties. This condition may not have a significant effect to the company if the problem is in small scale. However, if the problem involves the company and makes the situation not conducive, public relations has to take part for solving the problem. For example, the public relations helped an officer of administrative division in solving his personal problem with his spouse which affected his work performance. PRO did the personal approach to the officer and gave suggestions for this officer related to his problem.

d) To give information related to the company to all personnel of LTI Surakarta

The development of information, either related to the company or general information is given by Public Relations Officer (PRO) as the bridge of company to the public, including the officers of LTI Surakarta. The information or new decision of director, either spoken or written information addressed to the officers, was also through the public relations officer.

2. The External Roles of Public Relations Division

The external roles of Public Relations Division of LTI Surakarta are:

a) To create and maintain a good relationship between stakeholders and the company (LTI Surakarta)

The stakeholders of LTI Surakarta were not only other companies, which have cooperative relationship with the company, but also participants and students as the main target of programs of LTI Surakarta.

- **Other Companies or Institutions**

As the independent English language center, LTI Surakarta cooperated with the other companies or institutions, which wanted to increase the capability in English, have a TOEFL or TOEIC certificates, English training, etc. Public Relations has big roles in relation with the keeping and maintaining the relationship which had been started by conducting the continual communication or sharing information each other.

- Students

Students as external public are very important for the running of LTI Surakarta because they are the main consumers of LTI Surakarta Industry. The number of the students and their satisfaction refer to the success of LTI Industry. Every student graduated from LTI Surakarta or at least having a certificate from LTI Surakarta is considered as assets for LTI Surakarta in marketing its product. That is why every instructor always has a good relationship with the students in order to get a bond of friend that close each other and easier the way of learning.

b) To create and maintain the good relationship with the surrounding society for social-purposed

To create and maintain an image was difficult for company because it has to be supported by all personnel of LTI Surakarta. Public Relations Division as the bridge of the company and its publics cooperated with other divisions tried to keep the good relationship with the surrounding society by joining PKK and Arisan Kampung.

Besides, Public Relations did approach with society leader. He/ she has a big role in society because his/ her opinion about a company could be a public opinion which affected the running of company. Developing image through the opinion leader might be a way to lead the opinion public about the company.

c) To create and maintain the relationship with the government and officials

Government is a component, which cannot be separated from LTI Surakarta as a company. Living in the law-based country make LTI Surakarta follows the regulations made by government. In addition, one of objectives of LTI Surakarta is to conduct professional and qualified English learning and help the government in developing education and information. It means that the company and government have to support each other.

PRO of LTI Surakarta conducted cooperation with them. Public Relations usually conducted the lobbying and negotiation with government in relation with the programs of LTI Surakarta that include many participants and space.

- d) To keep and maintain the credibility of the company (LTI Surakarta) to the public

The credibility of company is viewed from its services or products. However, there is another measurement for the clients related to the credibility of company. It is the commitment of company in conducting and maintaining the agreement with the other companies in relation with marketing tasks. The Public Relations Division of LTI Surakarta had big roles in keeping and maintaining the relationship between the company (LTI Surakarta) and its clients. The roles of public relations included how to solve the problem when the agreement was not run well or the realization was different with the agreement.

Public Relations also involved the role of press media, either electronic or printed media to create and develop the company's image in the society. Press media informed the activities of company in society which

could give a good effect for company. This cooperation appeared a mutual relationship between press media and the company.

e) To attend the meetings for the public relations

To maintain the relationship with clients, public relations officer of LTI Surakarta attended the meeting or invitations from other companies or institutions as the company's clients. Public Relations Officer was pointed by the company (LTI Surakarta) as the representative to attend the particular meeting or invitations.

From the roles of public relations in LTI Surakarta above, almost all the public relations programs could be realized when the writer conducted the job training since March 6 until April 24, 2009. The implementation of programs mostly ran well, even though the Public relations Officer (PRO) had double jobs. It might be caused by the tasks of PRO which supported the tasks of the marketing manager. The role of marketing manager was to make cooperation with many other companies or institutions based on the commercial purpose with the consumers as main focus. Meanwhile, Public Relations Officer creates and maintains the relationship between company and its publics, not only with consumers, but also with company's clients, such as students, other companies, stakeholders, etc. Both marketing and public relations are complementary each other.

The implementation of PRO and marketing manager which is conducted by one person may be goodness and weakness for the LTI Surakarta. On one side, few of the personnel could make programs finish fast. It did not need a long

discussion to create a program and did not need to meet two or more ideas, so that the program could be conducted quickly. There might be several obstacles which could be solved by PRO of LTI Surakarta by himself. However, the single fighter was not truly good for big event, which needed many personnel to realize the idea.

In this case, Public Relations in LTI Surakarta could not realize its function as the bridge between the company and its clients when the problem emerged. PRO could not be a mediator of crisis among two parties because in the same time he was also the marketing manager of the company. As marketing manager, he tended to give a priority to his company to get profits. It means that a public relations, which is only considered as secondary discipline, cannot conduct its function for facing the crisis period of company. Basically, in conducting the roles, public relations officer was blocked by the marketing concept; it was to get profit. PRO tended to ignore the consumers' or other publics' interests to obtain a great profit for company. For long terms, it was not good for the company related to the public trust which has to be maintained by public relations division. It could be stated that public relations fail in conducting its role.

In conclusion, public relations division had to be independent in order to realize its roles. Public Relations should have objectivity which could be obtained if Public Relations had their own division which has a responsibility to director. Public Relations was too important than just to be the secondary discipline because it should be the leader of marketing.

CHAPTER IV

CONCLUSION AND RECOMMENDATION

A. Conclusion

After discussing the problems about the Public Relations Division in LTI Surakarta, the writer could conclude that Public Relations Division has big roles for the running of the company. The existence of Public Relations Division, which remained to hold in LTI Surakarta, proved that PR was considered as the important component of company, even though its position was under the marketing department. The roles conducted by Public Relation Officer were divided into two categories related to its position, which had the responsible position to the marketing department. The two categories of role in Public relations division in LTI Surakarta were:

1. The Internal Roles

The internal roles are the roles conducted by Public Relations Division to increase the performance of company by conducting their action plans. The internal programs of Public Relations of LTI Surakarta were addressed to the internal public; they were officers including the public relations officer. Many programs were planned based on the target of public. They were to support the marketing division of LTI Surakarta in conducting its tasks, to keep the interpersonal relationship of LTI Surakarta, to solve the real crisis happened in LTI Surakarta, and to give information related to the

company to all personnel of LTI Surakarta. Most of the programs were realized well.

2. The External Roles

The external roles are the roles of Public Relations Division to increase the performance of company by conducting the programs addressed to the external publics as stakeholders of LTI Surakarta. The external public includes other companies, students, organization services, government and official, opinion leader, press media, and advertising agency.

The external public relations division role was related to the role of marketing department to the external public of the company. Marketing involved PRO of LTI Surakarta to conduct profit-purposed lobbying, negotiating, and cooperation with other parties, such as other companies, advertising agencies, government, etc. PRO also offers the products of company (LTI Surakarta) and its services to other companies in order to get profit.

From all roles, the main effort maximized by PRO was to maintain the good relationship with the external public. It was the main role of public relations division of the companies, especially LTI Surakarta with the students as main target. The Public Relations has to maintain the public trust for the long-term development of company. There were many programs, which were conducted to realize this effort in order to be closer to the public, especially the students. Besides, to create the mutual relationship with the other public, PRO conducted cooperation with them. It might be promotion of

new products, or program, advertising services, event promotion, or other kind of cooperation, which was possible to be conducted.

Even though the PRO and Marketing Manager were held by one officer, almost all the programs of PR division were realized well. However, there were several obstacles found in the realization of the programs, either the public relations division or marketing department in general or the lack of personnel and coordination among internal parties.

B. Recommendations

Some recommendations which are given to the public relations division in LTI Surakarta are:

1. It is better if the public relations has its own division which has a responsibility to the director directly. Even though the public relations division which is under the marketing department may be the effective way for a company, it can reduce the quality of public relations division in LTI Surakarta. It can make the public relations maximize its function as a bridge between the company and its public. It means that there is a separation between PRO and marketing manager, which is now, is held by one person. On the other hand, more personnel can make a new creation and idea, which can give advancement to the company.
2. To maximize the work performance of officers of LTI Surakarta, it is better if the sales persons who come in the office of LTI Surakarta are arranged well. The sales persons may be permitted to enter the office when it is a rest time. The coming of sales persons in the working time can disturb the performance of the officers. Moreover if there is a guest or client who needs to make a serious conversation with public relations officer or the other officers in the office.

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APPENDIX