THE FUNCTIONS OF PUBLIC RELATIONS
IN BPMKS 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

By

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Sebelas Maret University,

Dean

Drs. Sudarno, M.A.
195303141985061001

commit to user
“Would you like me to give a formula for success?

It’s quite simple.

Really...?

Double your rate of failure.

You are thinking of failure as the enemy of success but it isn’t at all.

You can be discouraged by failure or you can learn from it.

So go ahead and make mistakes!

Make all, you can remember that’s where you will find success.”

-Thomas J. Watson -
DEDICATION

This final project report is dedicated to:

- Allah SWT
- My Lovely family
PREFACE

Firstly, the writer would like to say thank to Allah SWT, who always blesses and guides her. Secondly, the writer also expresses her gratitude to everyone who has supported her in finishing the final project entitled “The Functions of Public Relations in BPMKS Program”.

The final project contains information about the result of the research by the writer and the problems with solutions included. The writer expects that this final project is useful for the readers.

Finally, the writer realizes that this final project report still have many errors. The writer will be glad to receive any comments, corrections and suggestions in order to make this final project better.

Surakarta, November 2010

The Writer

commit to user
ACKNOWLEDGEMENT

First of all, the writer would like to say Alhamdulillahi rabbil "alamin to express her highest gratitude to Allah SWT for His blessing and guidance to accomplish this final report entitled “The Functions of Public Relations in BPMKS Program”.

The writer would like to say her deepest thanks for these following important persons that this final project finally can be completed precisely. They are:

1. Drs. Sudarno, M.A. as The Dean of Faculty of Letters and Fine Arts, Sebelas Maret University.
2. Yusuf Kurniawan, S.S., M.A. as The Head of English Diploma Program, thanks a lot Pak Yusuf for motivating me all the time.
3. My Academic Consultant, Dr. Djatmika, M.A.
4. My Supervisor, Dra. Diah Kristina, M.A. Ph. D for her kindness, patience, and directions in guiding me in completing and finishing my final project. I am lucky; you become my supervisor so that I can finish the final project optimally.
5. My lecturers, especially Pak M. Farkhan Mujahiddin, Bu Fitria Akhmerti and Pak Bayu Budiharjo, thanks for all of the suggestions.
6. The Head of PR and Protocol in Surakarta Government, Drs. Joko Pratono, thanks for giving me a chance to hold on my job training.

vii
7. Pak Jackson Antonius Napitupulu, S.E., M.Si., as my supervisor in PR department. I do thank you very much for your time and guidance.

8. Drs. H. Ichwan Dardiri, thanks for your time to get some information from you. Thanks a lot for your kindness.

9. Dra. Nurdiana, Pak Moko, Pak Arso, Pak Warsidi, Pak Sarwono, Pak Roso and the other staff officers in PR and Protocol Department, I do feel gratitude for your assistance.

10. The best regard to my big family. My beloved grandparents, my parents who support me all the time.

11. Mas Candra ndut, thank you for your support, and your patience. You always teach me how to become stronger and never give up facing any problems.

12. All of my best friends, Mbak Rifka, Erick, Atik, Lina, Ageng, Fery, Devi, Eka, Sari, Vina, Mbak Mega and all of my friends in class A, you are my inspirations.

13. For Mbak Heny, Mbak Devi, Mbak Rita, Mas BheGhe and Mas Eko thanks a lot.

14. All people who I can not mention one by one, thanks for your help and support.

Surakarta, November 2010

The Writer
ABSTRACT

Arindya Chandra Nugraheni. 2010. The Functions of Public Relations in BPMKS Program, English Diploma Program, Faculty of Letters and Fine Arts, UNS.

The Objective of this study is to describe the functions of Surakarta local government’s Public Relations Department in BPMKS program in terms of the lack of socialization.

In this report, a descriptive qualitative method is utilized. The techniques of collecting data were obtained from observations, interviews, and library studies. The observations were done by observing the subjects directly. The interviews were conducted by asking some questions to the internal and external informants of Surakarta local government. The library studies were carried out by searching some information from books, newspapers and internet.

The data were analyzed to scrutinize the lack of socialization of Surakarta local government on the BPMKS program to the Solonese and identify the efforts of Public Relations officers in solving the BPMKS’ problem regarding the long and crowded queue. Based on the analysis, some conclusions could be drawn. The publics have many different opinions about the socialization done by Surakarta local government. Most of them have negative opinions about the long queue in the socialization of the BPMKS program. The Public Relations Department did not optimal in its performances or functions because the Public Relations has a limited space in directly involving in BPMKS program. The Public Relations officers of Surakarta local government have done some efforts in solving the problem, for example: by publishing information, holding press conference in Surakarta city hall to the mass media and broadcasting the BPMKS program in local TV station.
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CHAPTER I

INTRODUCTION

A. Background

Public Relations has important and fundamental roles in the success of a company or an institution. The active participation of Public Relations is highly needed to influence the image of a company or a government institution. The image can be good or bad depending on the active role of Public Relations Department which functions optimally or not.

According to Cutlip, Center, & Broom (2000:6), Public Relations is “the management function that establishes and maintains mutually beneficial relationship between an organization and the publics on whom its success or failure depends”.

B. Problem Statement

Although Public Relations is very important, there is no standardization for the function of Public Relations in governmental institutions. It causes different positions of Public Relations in each institution and usually it functions based on the local regulation. Some governmental institutions have not made use of their Public Relations Departments optimally. The lack of utilization of Public Relations Department results in bad effect to the government institution. In the regional government of Surakarta, a case occurred because the implementation of the Public Relations was obstructed and not optimally accomplished. In Liputan6.com, a website owned by SCTV, published on 14th April 2010, it was stated that there was a long queue of BPMKS (Bantuan Pendidikan Masyarakat commit to user)
Kota Surakarta), the education aid from Surakarta local government for Solonese children in school age period.

The above mentioned case motivated the writer to investigate the functions of Public Relations in BPMKS program in terms of the reason why long queue happened and the effort done by the Public Relations to solve the problem. Considering that specific objective, the writer is interested in making the final project report entitled The Functions of Public Relations in BPMKS Program.

C. Research Questions

To recognize the functions of Public Relations in BPMKS program in the local government of Surakarta, this study is conducted to address the following issues:

1. How optimum are the functions of Public Relations in BPMKS program?
2. What actions have the Public Relation officers in the local government of Surakarta done to solve the BPMKS problems?

D. Objectives

To address the problems statements, the researcher has the following objectives:

1. To describe how optimum the functions of Public Relation in BPMKS Program are.
2. To understand the efforts done by the Public Relations officers in solving the problems regarding the socialization of the BPMKS program.
E. Significance of the Study

The researcher expects that this research will be beneficial for the following parties:

1. The local government of Surakarta and their Public Relations Department
   a. This final project can be used as a consideration for Surakarta local government to increase the quality of their Public Relations activities in improving the image of Surakarta local government.
   b. This Final Project can be used by Surakarta local government to identify their weaknesses in terms of public’s acceptance upon the Surakarta local government’s programs.

2. Reader
   a. By reading this final project, the readers will understand the importance of Public Relations functions for the Surakarta local government and their publics.
   b. The readers will obtain some information in terms of the problem faced by BPMKS program and the alternative solutions.

3. Other researchers
   a. This final project is also expected to help other researchers to conduct their research in governmental Public Relations.
CHAPTER II

LITERATURE REVIEW

A. The Definition of Public Relations

According to Grunig and Hunt (2008:4) in Public Relations Writing, Public Relations is “the management of communication between an organization and its publics”.

Quoted in Public Relations Writing, Denny Griswold (2002:12) stated that, Public Relations is “the management function which evaluates public attitudes, identifies the policies and procedures of an individual organization with the public interest and plans executes a program actions to earn public understanding and acceptance”.

Public Relations is the bridge to communicate any information not only for internal but also external publics. Communication among institutions must be maintained well. The sufficient information can decrease misunderstanding between the institution and its publics. By having communication, Public Relations can identify and evaluate how well the public’s acceptance to the policies, programs, and activities executed by an institution. That is why Public Relations should have a good ability to communicate with people because it influences the image of the institution.

B. Public Relations in Governmental Institutions

According to Sam Black, quoted in Human Relations dan Public Relations (1993:50-51), Public Relations in governmental institutions has 4 objectives as follows:
1. To keep citizens informed of the government’s policy and its daily activities.

2. To give them an opportunity of expressing views on important projects before final decisions are made by the government.

3. To enlighten citizens on the way in which the system of the local government works and to inform them of their rights and responsibilities.

4. To promote a sense of civil pride in viewing the government’s structure.

According to Rachmadi (1992:77) in *Public Relations dalam Teori dan Praktek, Aplikasi dalam Badan Usaha Swasta dan Lembaga Pemerintah*, “Public Relations in a government institution is functional needs of institution to distribute information about policies, programs, and activities in a government institution by using advertising and publicity technique that are very useful to make the society aware of the institution's activities”.

Rachmadi (1992:78) adds that, Public Relations officers in a governmental institution have some duties, namely:

1. To give information and education to the society about the government’s policies, its programs, and its activities and also to give honest information services needed by the society.

2. To give assistance to the news media, such as information about the government’s policies, its programs and its activities. The local government as an important information source for the media needs to have an open attitude to information access.
3. To promote the advancement of economy and culture that has been achieved by the nation to the society inside or outside the country.

4. To monitor public opinion about the government’s policies, then give it to the leaders of the government institution as an input.

Considering the statements mentioned above, the researcher selected the reasons from Rachmadi because the reasons are more completed and have included all of the objectives of Public Relations in governmental institution. Public Relations Department in governmental’s institutions has important duties related to their activities, programs, and policies. Public Relations is a tool of the government institutions for publishing and functions as a source for their internal and external publics. Public Relations can determine the success of the policies and programs because the success level to communicate and inform will support the public acceptance and trust as well. The government institutions have authorities and responsibilities to handle public service that includes the information distribution regarding their programs and policies and to accommodate the public aspirations.

C. The Functions of Public Relations

Cutlip and Center (2008:19) in *Public Relations Writing* mention that the functions of Public Relations are as follows:

1. To provide the management activities and to accomplished the goal of the organization.

2. To create and to deliver two ways symmetrical communication by distributing information from a company toward the public and - the
public opinion toward the company. To serve and to give advice toward the head of the organization.

3. To maintain a harmonious relationship between the company and the publics, both internal and external.

However, Harlow (2008:19-20), stated that Public Relations is the management function which have the following duties:

1. To establish and maintain mutual lines of communications, understanding, acceptance and cooperation between an organization and its publics.

2. To take parts in the management of problems and issues.

3. To help and keep informed the management and to be responsive to public opinion.

4. To define and emphasize the responsibility of the management to serve public interest.

5. To help and keep aware of the management utilize change

6. To serve an early warning system and help anticipate trends

7. To use research and ethical communication techniques as its principal tools.

The functions of Public Relations are to increase people’s awareness, distribute information, to give knowledge, to persuade, and to educate people and to build positive image. Those activities must be done by public relations officers to prevent the organization from controversial and negative images.

Frank Jefkins (1995:28) says there are many kinds of Public Relations duties, namely:
1. Creating and maintaining good and positive image of the organization, including its policies, products, services and employees.

2. Monitoring public opinion about everything that has a relationship with the image, activity, reputation, or organization interest and distributing this important information to the management or director.

3. Giving advice or suggestion to the management about a lot of important communication problems and the strategies to handle them.

4. Providing information to the society about the company’s policies, activities, products, services and employees as complete as possible to create a maximum knowledge in order to get the society’s attention.

Public Relations has a very important function as the analyst of situations and to develop the procedure, policy, product, service, and activity of the institution. Public Relations has the power to change a particular condition so it must be involved in any changes by the institution.

Based on the literature review about the functions of Public Relations, the researcher selected the statements from Frank Jefkins as the best because the statements show the main functions which must be done by Public Relations to determine the success of an institution.

There are four functions of Public relations in the organization, as follows:

1. To identify problem and find solution

   In the role as an expert prescriber or well-known as an informed practitioner, the Public Relations officer should help to look for solution in every problem with its public.
2. To provide communication service

Ruslan (2005:20) stated that “As a communication technician, a Public Relations expert can give communication service to the publics, such as writing press releases and features for the media, making newsletter and handling contact with media”.

Communication Technicians means that Public Relations officers use technical skills especially in journalistic aspects such as writing, graphics, photography, computer skills, and others to produce materials to assist in a Public Relations program. Similar to the journalists, as communication technicians, they should have a good skill in writing such as making press releases, features, newsletters and any other things dealing with the media. In this case, the communication technicians are not involved in taking decisions. They have important roles in institutions which take information access as a priority for its publics or media relations.

3. To facilitate communication and operate as information mediator

Public Relations functions is to facilitate communication or operates as information mediators to interpret between an institution and its publics. Public Relations officers can help the management to understand about what the publics want and hope to the institutions and they must be able to explain the institution’s want, policy, and hope to their publics. They maintain two way communications and facilitate exchange by removing barriers in relationships and by keeping changes of communication open. The goal is to provide both management and the publics the information which is needed for making decisions of mutual interest.
As communication facilitators, they also have roles as information sources and official contacts between organizations and their publics.

4. To provide problem solving

Public Relations expert can help the management as an adviser. Public Relations officers should show optimally their skill and value for helping and solving the institution’s problems. As the problem solving process facilitator, systematically Public Relations officers can plan and manage in an institution, make a policy especially in the communication aspect. Besides, a Public Relations expert helps the management to take decision to solve problems.

D. The Definition of BPMKS Program

Based on the international commitment about Education for All (EFA) in 2000 which was declared in Dakkar, International commitment requires all countries in the world to complete a compulsory education for nine years in 2015 at the latest. The commitment inspires the Surakarta local government to create an education aid program.

BPMKS is an education aid for Solonese school children. The program is to increase compulsory education achievement and wished to contribute to the education quality especially in Surakarta. The program helps Solonese children accomplish their education for nine years.
CHAPTER III

METHODOLOGY

A. Types of Research

This is a descriptive qualitative research. According to Masri Singarimbun and Soffian Effendi (1989:45), Qualitative research is “developing the concept and gain facts (data) and it does not do the hypothesis and statistic testing “.

In addition, Kristina, et al (2010:7) states that “Descriptive research has the purpose to describe the individual characteristic, situation or a certain group. This research can also be used to predict the society’s attitude, opinion, perspective, perception or certain behaviour”.

The writer collected the data by conducting interviews and observations. Based on the interviews and observations performed, she made the report about how optimum the functions of Public Relations Department in BPMKS program and the efforts were done by the Public Relations officers regarding the lack of socialization.

B. Techniques of Collecting Data

The techniques used for collecting data are:

1. Interview

According to Keith Windschuttle and Elizabeth Windschuttle, quoted in Riset dalam Public Relations (Kristina et.al, 2010:45), Interview is a technique of collecting data in which the researcher asks some questions to an informant in a certain time.
The interviews involved to twelve informants who live in Surakarta by asking some questions regarding the lack of socialization of BPMKS program done by Surakarta Local government.

2. Observation

Observation was done as an activity to collect data by observing directly the object observed. This observation was done in Public Relations and Protocol Department of Surakarta Local Government, Jl. Jend. Soedirman No. 2 Surakarta.

3. Library Study

The library study was conducted by searching the written sources relevant to the problem under discussion. In the library study, information the functions of Public Relations about the long and crowded queue in BPMKS Program was obtained by reading some books and newspaper that are related to the problem statements.

C. Types of Data

1. Primary data are the data gained directly from the informants.

2. Secondary data are the data gained from the library study.

D. Source of Data

The data were gained from two kinds of informants, namely:

1. External informants

The data were also obtained the Solonese by names of interview regarding the socialization of BPMKS program.

- The table of the external informants of Surakarta local government.
These are the informants selected by the researcher based on their acceptance and knowledge about Surakarta government’s policy in BPMKS Program. The external informants’ statements were considered as the supporting data because the data has functions to support or strengthen the observation was done in Public Relations Department to look for the proves related to the functions of Public Relations in Surakarta local government.

a. Tabel 3.1

The external informants of the interview regarding BPMKS Program are:

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>Occupation</th>
<th>Data Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Andrianto</td>
<td>Male</td>
<td>37</td>
<td>Banpol</td>
<td>Inf 1</td>
</tr>
<tr>
<td>2</td>
<td>Adnan</td>
<td>Male</td>
<td>34</td>
<td>Laborer</td>
<td>Inf 2</td>
</tr>
<tr>
<td>3</td>
<td>Atik</td>
<td>Female</td>
<td>35</td>
<td>Housewife</td>
<td>Inf 3</td>
</tr>
<tr>
<td>4</td>
<td>Purwanti</td>
<td>Female</td>
<td>32</td>
<td>Helper</td>
<td>Inf 4</td>
</tr>
<tr>
<td>5</td>
<td>Lia</td>
<td>Female</td>
<td>32</td>
<td>Housewife</td>
<td>Inf 5</td>
</tr>
<tr>
<td>6</td>
<td>Supriani</td>
<td>Female</td>
<td>53</td>
<td>Helper</td>
<td>Inf 6</td>
</tr>
<tr>
<td>7</td>
<td>Tri</td>
<td>Male</td>
<td>41</td>
<td>Laborer</td>
<td>Inf 7</td>
</tr>
<tr>
<td>8</td>
<td>Ishak</td>
<td>Male</td>
<td>40</td>
<td>Laborer</td>
<td>Inf 8</td>
</tr>
<tr>
<td>9</td>
<td>Dwi</td>
<td>Male</td>
<td>46</td>
<td>Potter</td>
<td>Inf 9</td>
</tr>
<tr>
<td>10</td>
<td>Yatmi</td>
<td>Female</td>
<td>28</td>
<td>Trader</td>
<td>Inf 10</td>
</tr>
<tr>
<td>11</td>
<td>Ridwan</td>
<td>Male</td>
<td>50</td>
<td>Stall owner</td>
<td>Inf 11</td>
</tr>
<tr>
<td>12</td>
<td>Ida</td>
<td>Female</td>
<td>43</td>
<td>Housewife</td>
<td>Inf 12</td>
</tr>
</tbody>
</table>

2. Internal informants

The primary data of this research were obtained from the informants of the internal public during the interviews. The internal informants’ statements were
considered as the primary data because the researcher directly observed the Public Relations Department to understand how far the functions which have been done by the Public Relations officers regarding the BPMKS program.

- The table of the internal informants of Surakarta local government

The internal informants of Surakarta local government are determined based on their knowledge and their relevance regarding the BPMKS program launched by Surakarta local government.

**Table 3.2**

The internal informants of the interview regarding BPMKS Program are:

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>Department</th>
<th>Position</th>
<th>Data Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Drs. H. Ichwan Dardiri</td>
<td>Male</td>
<td>71</td>
<td>DPKS (Dewan Pendidikan Kota Surakarta)</td>
<td>The Head of DPKS</td>
<td>Inf 1</td>
</tr>
<tr>
<td>2</td>
<td>Jackson Antonius Napitupulu, S.E, M.Si</td>
<td>Male</td>
<td>38</td>
<td>PR &amp; Protocol</td>
<td>The Head of Media Relations Sub Division</td>
<td>Inf 2</td>
</tr>
<tr>
<td>3</td>
<td>Dra. Nurdiana</td>
<td>Female</td>
<td>48</td>
<td>PR &amp; Protocol</td>
<td>The Head of Public Information Center Sub Division</td>
<td>Inf 3</td>
</tr>
</tbody>
</table>
E. Data Validation

The trial of data validation is done by using the triangulation technique. The triangulation of the data validation is done by using different resources of data from the outside to prove validity of the data. The triangulation technique used in this research is the triangulation of source. This data gained from observation and interviews were analyzed by crosschecking. Triangulation in terms of informant is performed by interviewing not only the internal but also external.

According to H.B. Sutopo (2002) in his book *Metodologi Penelitian Kualitativa*, triangulation of source is a technique done by the researcher in collecting data when doing a triangulation, the researcher must use many sources of data available.

F. Technique of Analysis

Technique of data analysis of this research is using three components of data and conclusion drawing. The three components of data are not linear, but interactive.

On the data analysis phase, this research is using the interactive data analysis, such as: data reduction, data presentation, and data verification. The three main components will be done as follows:

a. Data reduction

The technique of data analysis is selective processes, focus, simplification, and abstraction of the rough data shown from the written data in the field. This
data reduction is executed when the research took place; it helps the researcher to focus on the main problem.

b. Data presentation

Data presentation is used to connect the information of the organization with the data in the field. The data presentation helps the researcher understand the situation happens in the field and what kind of action should be taken.

c. Data verification

In this phase, the researcher is starting to collect the data. This is the time when the researcher comprehends about the use of the research notes, such as: policies, pattern, and quotes. Then the researcher will draw the conclusion. The conclusion will be verified during the research.

Results of the interview will make the researcher easy to note the data and check the data. Since this research employed qualitative method, it is useful to make a conclusion during the data collecting processes.
CHAPTER IV

DATA ANALYSIS

The general function of every Government institution is to inform all of the activities, programs and policies to its publics and so is Surakarta Local Government.

In order to accomplish the EFA (Education for All), Surakarta local government created BPMKS program. The program is expected to increase the implementation of compulsory education for nine-year and make the access easy for all economic society levels in Surakarta.

The interview involved twelve resource persons who represent the internal and external informants. The result of the data analysis shows how the lack of socialization of BPMKS program related to the functions of Public Relations in Surakarta local government. This will be drawn in this chapter.

As stated before the purposes of this research are to obtain the explicit picture of the efforts of Surakarta local government and its Public Relations Department in solving the overloaded queue in BPMKS program and to show the problems of Public Relations job.

Whenever there are some agreements about the lack socialization of BPMKS program done by Surakarta local government from the informants selected, it means the Surakarta local government has not made use its Public Relations Department optimally in their performances or functions.
1. How optimum the functions of Public Relation in BPMKS program are

Long and crowded queue in BPMKS program happened because of the lack of socialization of the program. Most Solonese do not understand about the procedure and time of the program. This is supported by informant 6 (Inf 6) who stated as follows:

For my children, I am willing to trap in overloaded queue; the sacrifice is my only way to get the card of BPMKS program. By following it, I hope my son will get education aid from Surakarta local government to continue his school although I am almost unconscious when involved in the overloaded queuing. I got information that the program just for several days and no more than a week. Not much information and I last heard it from my neighbors.

The other informants expressed almost the same opinion about this case:

Inf 1:

I join the queue. I get minimum information about the BPMKS program. People said that the program will be closed in a week. But I still follow it because I need the financial aid for my son. My salary is quite small to pay the school fee.
Inf 9:
I must return home because of my uncompleted requirements. It happens because the information I got does not mention the documents that I must bring along.

Inf 8:
I think, it happens because the lack of information by Surakarta local government or the related offices.

Inf 10:
The long queue happened because the local government was not optimal yet in giving socialization of BPMKS program to the Solonese.

Inf 4:
As a widow, I’m happy for the new program or this education aid but on the other side I feel so sad. A poor woman like me must stuck with the full queue and crowd. I regret the lack of professionalism of the Surakarta local government and their officers. When I asked some of them, they said that they just know the information about BPMKS program only from mouth to mouth means of communication.

It is clear that the long queue happened in Surakarta city hall because of the lack of socialization by the local government itself.

commit to user
Meanwhile, all of the Surakarta local government programs, activities or policies are handled by the Public Relations Department and the related SKPD. In order to have more balanced information, the researcher tries to collect information from the internal public namely the Public Relations Department. The researcher tried to see whether or not the Public Relation Department has an active participation in socializing the program.

The functions of Public Relations in BPMKS program can be seen by the implementation of each function, as follows:

a. To identify problem and find solution

As an expert prescriber or well-known as an informed practitioner, Public Relations has to make plans for the new program and has responsibility to the program. In this case, Public Relations Department in Surakarta local government has a limited space for directly involving in that program both when discussing the program and executing the program. Generally, Public Relations Department always involves in every program, policy, and activity but because there is no standardization for the function of Public Relations in government institution, Public Relations could not always attend when planning, discussing and executing new programs.

In their function to design Public Relations functions and diagnose the problem, Public Relations in Surakarta local government does not optimally apply the BPMKS program because of the limited of space to involve in the local government’s policy, and program.
b. To provide communication service

The Public Relations officers use their technical skills especially in journalistic aspects in order to give communication service to its public.

As a communication technician, Public Relations Department in Surakarta local government is less professional because the information for the public is not fully distributed even to other SKPDs in Surakarta local government. Public Relations should make information access to its publics or media.

c. To facilitate communication and operate as information mediator

As a communication facilitator, a Public Relations Department has a duty as an information mediator to interpret between an institution and its publics. As a mediator, Public Relations knows what its public’s want and then informs it to the department. A good communication has a great influence in making good relations between Surakarta local government and its publics.

Public Relations has to understand what the public wants. Public relations should always inform to the Mayor about the developments of the BPMKS program in order to maintain a good mutual lines communication. The function of Public Relations as the communication facilitator is bridging the communication between Surakarta local government and its publics.

d. To provide problem solving

Public Relations Department makes a policy especially in the communication aspect when the problem occurs. Public Relations expert must help the management for solving the problems with doing the best.
Surakarta local government has a problem in socializing BPMKS program. Before the grand launch of BPMKS, there was a long queue and it disturbed the implementation of the BPMKS program. The Public Relations officers should have the ability to take the best action for solving this kind of problem. The Public Relations as the problem solver can do their job maximally to avoid a long queue for users of the BPMKS program. For the two last jobs, Public Relations in Surakarta local government have done their functions well.

Considering to the observation above, it can be concluded that the public relations department did not optimal in its functions or performances because a limited space in directly involving in BPMKS program.

2. The Efforts of Public Relations in Solving the Problem Regarding the Lack of Socialization of the BPMKS Program

In the book of BPMKS program, it is mentioned that the Public Relations Department was not included in the socialization and information sections for BPMKS program since the planning. The list mentioned Disdikpora, Bappeda, Diskominfo, sub district, district, school in Surakarta and DPKS as the implementers to socialize and to inform the program. But when there was a problem in the BPMKS implementation, the Surakarta local government invited the Public Relations Department to solve it. Then, the Public Relations Department took over and solved the overloaded queue. The Public Relations covered and reported the long and crowded queue in BPMKS program. It became the recommendation for Surakarta local government to do more effective efforts to socialize and inform the program to general public.
Public Relations has important roles to maintain the image of Surakarta local government. The active participation of the Public Relations can influence the image of the local government. The communication among SKPD (internal public) and external public must be maintained well in every program, activity or policy. By having a good communication, Public Relations can identify and evaluate how well the publics accept the programs. There are many efforts that have been done by Public Relations in solving the problem, as follows:

a. Public Relation officers held a press conference and invited all SKPDs (the departments) related to BPMKS program. The Public Relation officers invited and asked to the journalists from many mass media to socialize the program.

b. After the press conference, Public Relations Department held a meeting to find the best solution and solve the long and crowded queue. By grouping the queue according to their sub district as the solution, it would be much easier to handle the problem. Since Surakarta has five sub districts so one district is served in one day. It started Monday - Friday.

c. The Public Relations officers made publicity by inviting the head of Disdikpora and the head of DPKS in “Fokus Kita”, a program in TA TV (local TV station). They had an interactive dialog in order to give explanation about BPMKS program needed by the Solonese. The action thus eliminates the unnecessary consequences like the long queue.

For more balanced information, this research added some information from the internal public. They are:
Inf 3:
Before the long queue happen, it is quite difficult in getting the information from the SKPD related to BPMKS program. There is uncompleted information that makes several problems. Then the Public Relations were assigned to hold a press conference to muffle the problem.

Inf 2:
Surakarta local government is well-known with the good image and many times become a model for the other local governments inside and outside central java province. Building the good image is as difficult as maintaining it, therefore it needs hard efforts. When the long queue was happened, the Public Relations took a part in the problem solving activity although they were not invited or included as one of the departments to handle the program. Then we made the report based on the documentation about the long queue to the Mayor of Surakarta, made press conference by inviting mass media and the related SKPD (Bappeda, Dikpora, DPPKA) to give information.

After that, as the facilitator, the Public Relations inform and explain about the procedures and time of BPMKS program to the public. By broadcasting in “Fokus Kita”, a program in TA TV, the new policy became the way-out to decrease the long queue. The new policy was to employ different time-tabling for each sub district according to the day.
Inf 1:

DPKS was involved as a provider and surveyor of the Solonese before the program was arranged.

DPKS has a duty to socialize the program to school committees. Meanwhile the Surakarta local government socializes BPMKS program in every district and sub district but I am not sure that the district or sub district has given the complete information or not.
CHAPTER V

CONCLUSION AND SUGGESTION

A. CONCLUSION

Based on the data analysis performed previously, the conclusions are drawn as follows:

1. How optimum the functions of Public Relations in BPMKS program are

   Based on the interviews has been done, some of the informants stated Surakarta local government did not do enough socialization in BPMKS program. It showed that the Public Relations Department did not optimal in its performances or functions because the Public Relations Department has a limited space in directly involving in BPMKS program.

2. The Efforts of Public Relations in Solving the Problem Regarding the Lack of Socialization of the BPMKS Program

   Based on the analysis, the Public Relations of Surakarta local government has done some efforts as follows:
   a. Identifying the problem in BPMKS program.
   b. Holding a press conference by inviting the SKPDs related to BPMKS program and also the mass media’s journalists. After the press conference, Public Relations Department and the SKPDs held a meeting to discuss the BPMKS problem and find a solution to group the queue according to their sub district.
   c. Broadcasting an interactive dialog about the BPMKS program in TA TV.
d. Covering and reporting BPMKS program after the grouping as the evaluation and the result will be given as the recommendation for the leaders of Surakarta local government.

**B. SUGGESTION**

Based on the data analysis done earlier, the researcher would like to give some suggestions to develop the good image of the Surakarta local government:

1) Every SKPD or department is recommended to have Public Relations Department to make the coordination of each department easier.

2) In every meeting for Surakarta local government program, activity or policy, Public Relations Department should be invited and attended in the meeting because Public Relations Department is needed to provide information collected in the previous meetings. Participation of the Public Relations Department will provide information not only for the Surakarta local government but also its publics.

3) For Public Relations Department, improving the skill of the staff officers is necessary to make their work performances optimally.

4) For the optimum result of the launching of new policy or program, it is advisable to set up a pilot study in order to test the acceptance of the new policy or program.

5) According to the UU no. 14 2008, open communication and information must be implemented in each department in Surakarta local government to avoid misinformation between the local government and its publics. It is related to the prevailing of the opened information regulation in order to serve the public in
terms of information access. Covering and reporting all information update related to every activity, program and policy in Surakarta local government can decrease the problem occurred. The involvement of the Public Relation Department should start from the very beginning of the activity, program or policy.