PUBLIC RELATIONS AND COOPERATION OFFICE OF
SEBELAS MARET UNIVERSITY :
DESCRIPTION AND FUNCTIONS

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 :

Yusi Rahmawati
C9307097

ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA
2010
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 : PUBLIC RELATIONS AND

COOPERATION OFFICE OF SEBELAS

MARET UNIVERSITY: DESCRIPTION

AND FUNCTIONS

Name : YUSI RAHMAWATI

NIM : C9307097

Supervisor

Yusuf Kurniawan, S.S. M.A

NIP. 197111301999031001
APPROVAL OF THE BOARD OF EXAMINERS

Final Project report: PUBLIC RELATIONS AND COOPERATION OFFICE OF SEBELAS MARET UNIVERSITY: DESCRIPTION AND FUNCTIONS

Name: YUSI RAHMAWATI
NIM: C9307097
Examination Date: July 9th, 2010

Accepted and Approved by the Board of Examiners,

English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

The Board of Examiners:

1. M. Farkhan M, S. Ag., M. Ag. (________________________)
   Chair person
   NIP. 197007162005011003

2. Ardianna Nuraeni, S.S., M. Hum (________________________)
   Secretary
   NIP. 19820927200812201

3. Yusuf Kurniawan, S.S, M.A (________________________)
   Main Examiner
   NIP.197111301999031001

Faculty of Letters and Fine Arts
Sebelas Maret University
Dean,

Drs. Sudarno, M. A
NIP.195303141985061001
PREFACE

This report is written by the writer to fulfill the requirement in obtaining the English Diploma Program. The writer did the job training in Public Relations and Cooperation Office of Sebelas Maret University. The writer chose it as a place to have a job training because she wants to learn how to make and maintain good image of Sebelas Maret University by doing the functions of Public Relations.

In this paper, the writer explains the description and functions of Public Relations itself. The writer also explains the job description of Public Relations officer of Public Relations and Cooperation Office in maintaining good image of Sebelas Maret University and serving the public.

The writer realized that this paper is still far from perfect. She will appreciate and accept any advices and constructive criticism. Finally, she hoped that this paper will be useful to all readers especially those who are interested in Public Relations.

Surakarta, June 2010

Yusi Rahmawati
1. Only ALLAH SWT who gives me best way and biggest help in my life.

2. Live is a war, but don’t be afraid! Don’t you ever give up!

3. You must be self-motivated. You should have good attitude. So… you can achieve everything.

4. I must have dream, hope and goal in every step of my life, then I must fight to get my dream, hope and goal although I must be sick.
DEDICATION

The great GOD’s Promise

“I am going to the heaven to prepare a place for you...

And if I go and prepare a place for you

I will come back and take you to be with Me...

That you also may be where I am...

Never will I leave you..

Never will I forsake you…”

Only GOD never will leave us...

“I dedicated this paper to my

Enormous GOD, ALLAH SWT

And my beloved parents

I love you with all my soul…”
ACKNOWLEDGEMENT

Assalamualaikum Wr. Wb

To ALLAH the Almighty, as the owner of all the wonderful things in the world, my biggest honor will come. ALLAH, who gives all the blessing in my strengths and weaknesses to finish my project report. Without ALLAH I am nothing.

To my examiners, I thank you for giving me advice and solutions, and making my paper well completed. Especially to Mr. Yusuf Kurniawan, SS, MA, Mr. M. Farkhan M, S.Ag., M.Ag and Miss. Ardianna Nuraeni, SS, M.Hum for your patience in handling the process of my project writing and the examination. Without your help I will never succeed to pass all the problems in writing my project report. (Thank you so much….)

As a human being I can not live on my own. There are lots of people who give love, support, and encouragement to me. I would like to give my thanks to them:

1. My beloved father and mother. Thank you very much for your love, support, prayer, and everything that you give to me.
2. My beloved dear, Saptono Hadi. Thank you very much for your love, helps, support, prayer, time and everything.
3. My younger brothers, Guntur Yusdi Purnomo and Adam Yusindra Wibowo. Thank you for your prayer.
4. Drs. Sudarno, MA as The Dean of Faculty of Letters and Fine Arts, Sebelas Maret University.
5. Yusuf Kurniawan, SS, MA as The Head of English Diploma Program and my Final Project Supervisor, for your helps, advice, time, giving approval and permission to write this final project.

6. M. Farkhan M, S.Ag., M.Ag as The Chair Person of Examination.

7. Ardianna Nuraeni, SS, M.Hum as The Secretary of Examination.

8. Dra. Susilorini, MA, my Academic Supervisor, who has given advice for the advancement in my study.

9. All of the lecturers of English Diploma Program for giving knowledge during my study.

10. All of the employees of English Diploma, especially Mrs. Heni, thank you for your help during my academic process.

11. Dr. Widodo Muktiyo, SE, M.Com as the Director of the Public Relations and Cooperation Office of Sebelas Maret University for giving permission, advice and support to my job training.

12. Mrs. Ninik, Mrs. Yuni and Mr. Bahtiar for their help and time in my job training.

13. Mr. Andri, thank you very much for your help, guiding, and time.

14. For all people that I have not mentioned, I thank them for they are being parts of my life and also give me lots of experiences.

Surakarta, June 2010

Yusi Rahmawati
ABSTRACT


This final project report is written based on the job training, which has been conducted during two months in Public Relations and Cooperation Office, located on Jl. Ir. Sutami 36 A Kenteringan Surakarta 57126. The purposes of final project are to describe and to explain the functions of the Public Relations and Cooperation Office of Sebelas Maret University.

Public Relations and Cooperation Office is an institution which maintains mutual communication with internal and external public, having a good cooperation between an organization and its public and involves the management of problem and issue. The functions of Public Relation and Cooperation Office are maintaining good communication between company and its public, maintaining good communication and spreading information from Sebelas Maret University, distributing public opinion to the rector or vice rector IV about Sebelas Maret University’s image and activities.

From the discussion, it is concluded that Public Relation and Cooperation Office has conducted its role and functions well. However, it still has to work hard to reach its goal. Besides, the Public Relations and Cooperation Office needs to hold a professional work training frequently to improve its professionalism. The Public Relations and Cooperation Office also needs to make the office tidy so it becomes a beautiful office.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>APPROVAL OF CONSULTANT</th>
<th>APPROVAL OF THE BOARD OF EXAMINERS</th>
<th>PREFACE</th>
<th>MOTTO</th>
<th>DEDICATION</th>
<th>ACKNOWLEDGEMENT</th>
<th>ABSTRACT</th>
<th>TABLE OF CONTENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>.................................................................</td>
<td>.................................................................</td>
<td>.................................................................</td>
<td>.................................................................</td>
<td>.................................................................</td>
<td>.................................................................</td>
<td>.................................................................</td>
<td>.................................................................</td>
</tr>
<tr>
<td></td>
<td>ii</td>
<td>iii</td>
<td>iv</td>
<td>v</td>
<td>vi</td>
<td>vii</td>
<td>ix</td>
<td>x</td>
</tr>
</tbody>
</table>

## CHAPTER I: INTRODUCTION

A. Background ................................................................. 1

B. Objective ................................................................................ 1

C. Benefits.................................................................................. 4

## CHAPTER II: LITERATURE REVIEW

A. Public Relations ........................................................................... 5

B. The Functions of Public Relations ............................................. 7

C. Corporate Image ......................................................................... 9

## CHAPTER III: DISCUSSION

A. UNS Public Relations and Cooperation Office............................ 11

B. Job Training Activities ............................................................ 17

C. Job Training Result .................................................................... 18
CHAPTER IV: CONCLUSION AND RECOMMENDATION

A  Conclusion......................................................................................................................20

B  Recommendation............................................................................................................20

BIBLIOGRAPHY

APPENDICES
ABSTRACT

2010. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training, which has been conducted during two months in Public Relations and Cooperation Office, located on Jl. Ir. Sutami 36 A Keningan Surakarta 57126. The purposes of final project are to describe and to explain the functions of the Public Relations and Cooperation Office of Sebelas Maret University.

Public Relations and Cooperation Office is an institution which maintains mutual communication with internal and external public, having a good cooperation between an organization and its public and involves the management of problem and issue. The functions of Public Relation and Cooperation Office are maintaining good communication between company and its public, maintaining good communication and spreading information from Sebelas Maret University, distributing public opinion to the rector or vice rector IV about Sebelas maret University’s image and activities.

From the discussion, it is concluded that Public Relation and Cooperation Office has conducted its role and functions well. However, it still has to work hard to reach its goal. Besides, the Public Relations and Cooperation Office needs to hold a professional work training frequently to improve its professionalism. The Public Relations and Cooperation Office also needs to make the office tidy so it becomes a beautiful office.

1 Mahasiswa Jurusan D III Bahasa Inggris dengan NIM C 9307097
2 Dosen Pembimbing
CHAPTER I
INTRODUCTION

A. Background

As one of the popular universities in Indonesia, Sebelas Maret University of Surakarta has complete facilities and infrastructures. They are library, language center, SLC, free internet, hot spot area, etc. The developing of study program, the increasing of human resource quality and the improvement of the role and sympathy supporting units and institute also gives significant result for the institutional progress.

With its new slogan toward world class university, Sebelas Maret University of Surakarta demands for improving the quality, professionalism, effectivity and efficiency. Sebelas Maret University of Surakarta has shown its effort in increasing the graduate quality that is showed by the increase of the GPA (Grade Point Average = IPK), the Education Efficiency Number, and the graduate who has cumlaude predicate and the shorter study period.

Nowadays, Sebelas Maret University Surakarta continuously fixes up and conducts the acceleration development programs in many sectors, such as:

1. distributing and expanding access,
2. increasing quality, relevance, and competitive ability,
3. increasing the management order, accountability, and public image.

Sebelas Maret University of Surakarta is a university which always gets the attention from public. It can not be avoided because of its feature and its
function as university which is ready to be the culture development center in this globalization era. Because of that, in the future, the image projection programs of Sebelas Maret University of Surakarta must be improved and directed by the campus stake holder, especially Public Relations actors in Sebelas Maret University Surakarta to create the purposes of Sebelas Maret University Surakarta.

The role of public relations is very important in building the brand image, thus Sebelas Maret University is able to create one of its purposes i.e. "Sebelas Maret University of Surakarta To Be Number One", with 10 work cultures, they are:

1. Achievement Orientations
   Ability to work well and pass by standard that decided, be oriented in result.

2. Customer Service Orientations
   Ability to help and service other people or fulfill the customers need or service user.

3. Information Seeking
   High curiosity and interest to know more about a problem.

4. Interpersonal Skills
   Ability to interact, listening and understand other people.

5. Creativity
   Ability to produce innovation that support best work ethic achievement of university.

6. Teamwork
   Teamwork ability with other people in team by participating and contributing.

7. Technical Ability
Ability to develop skill for dominating the best technology in its part.

8. Initiative
Proactive and responsive in identifying opportunity, problem and obstruction.

9. Integrity
Communicating the meaning, idea and feeling openly and directly and accepting the openness and honesty, although in hard negotiation with other side.

10. Flexibility
Ability to adapt and work effectively and also accept easily the change in organization or its work.

Because of that, the liaison office agreement of Sebelas Maret University of Surakarta is one of the important parts in Sebelas Maret University which has great role in building the image of Sebelas Maret University of Surakarta in public.

This paper is made as a partial fulfillment for diploma degree at English Diploma Program of Faculty of Letters and Fine Arts, Sebelas Maret University. Moreover, the writer applies the knowledge that is got during study in class into the real work area.

Remembering the importance of the duty and function of Public Relations in Sebelas Maret University that is very dominant in creating good relation between Sebelas Maret University and its public both internally and externally, the writer was interested in having a job training in Public Relations and Cooperation Office of Sebelas Maret University at Jl. Ir. Sutami 36 A Kentingan Surakarta 57126. Based on the writer’s interest, she decided to take the title of this
B. Objectives

The objectives of this report are:

a. To describe the Public Relations and Cooperation Office of Sebelas Maret University

b. To explain the functions of the Public relations and Cooperation Office of Sebelas Maret University

C. Benefits

The report is expected to give benefits for the followings:

1. The writer
   The writer knows the description and functions of Public relations and Cooperation Office of Sebelas Maret University.

2. The readers
   This Report can give more information about public relations of Public Relations and Cooperation Office of Sebelas Maret University to the readers.

3. The institution
   This report can be an advise for Public Relations and Cooperation Office of Sebelas Maret University.
CHAPTER II
LITERATURE REVIEW

The main goal of a public relations department is to enhance a company’s reputation. Staff that work in public relations, or as it is commonly known as Public Relations officers are skilled publicists. They should be able to present a company or individual to the world in the best light. The role of a public relations department can be seen as a reputation protector.

The business world of today is extremely competitive. Companies or institutions need to have an edge that makes them stand out from the crowd, something that makes them more appealing and interesting to both the public and the media. The public are the buyers of the product and the media are responsible for selling it.

A. Public Relations

Several definitions about Public Relations are as follows:

1. Public relations is distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its public; involves the management of problem or issues; defines management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of effectively utilize change, serving as an early warning system to help anticipate trends, and uses research and
sound and ethical communication technique as its principle tools, (Effendy, 1986: 116)

2. Public relations is a management function, of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom there are or maybe concerned by evaluating public opinion about themselves, in order to correlate, as far as possible their own policies and procedures, to achieve by planned and widespread information more productive corporation and more efficient fulfillment of their common interests (Wilcox and Cameron, 2006)

The public relations process is a method of problem solving. It has four phases: researching, gaining objectives, programming, and evaluating. Each element may be modified by the demands of different audiences or publics, including employees, members, customers, local communities, shareholders, and, usually, the news media.

The researching phase of the process involves indentifying and learning about three key elements: (1) a client or institution that has (2) a problem or potential problem to be solved, which involves (3) one or more of its audiences, or publics.

The second phase of the public relations process involves the setting of objectives for a program to solve the problem. These objectives may include the kind of influence the client hopes to exert with the audiences, such as informing them or modifying their attitudes or behaviors. The objectives may also include statements about the program itself, such as its composition or how it will operate.
The third phase of the process consists of planning and executing a *program* to accomplish the objectives. The program comprises a central theme, messages, and various forms of communication aimed at reaching the audiences.

Finally, *evaluation*, as defined in this process, consists of two parts. First, it includes an ongoing procedure of program monitoring and adjustment. Second, evaluation refers back specifically to the objectives that were set in the second phase of the process and examines the practitioner’s degree of success in achieving them. (Public Relations Cases, 5th edition)

**B. The Functions of Public Relations**

Function is public’s hope to what should be done by public relations based on its position as public relations. So, public relations can work if it is able to do its task and duty correctly, useful or not in support the company purpose and guarantee the public importance.

The main functions of public relations are:

a. Maintaining good communication between a company and its public
b. Serving public’s interest carefully
c. Maintaining good morality and manners carefully

While Cutlip and Center (2000) defined the function of public relations as:

1. Supporting management activity and get organization purpose
2. Creating two ways communication by spreading information from company to public and distribute public opinion to company
3. Serving public and giving advice to company management for general purposes
4. Maintaining good relation between company and public, both internal and
   external

   In 1975, Foundation for Public Relations Research and Education collected 65
   public relation practitioners in a study. As a result, many important points about
   the function of public relations were obtained. Public relations is management
   function which has duty, such as :

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

2. Involving the management of problem and issues

3. Helping management to keep informed on and responsive to public opinion

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

5. Helping management to keep abreast of and utilize change

6. Serving an early warning system to help anticipate trends

7. Using research and ethical communication techniques as its principal tools
C. Corporate image

Corporate image is the customer service officer professionalism realization of corporate itself. Corporate image is image which is formed by public (consumers) about good or bad of its company.

Source: Kreasi Suharto AM, 2007

Picture’s explanation:

The picture shows corporate image formation from various opinions, ideas, and consumer’s hope to the company which will spark corporate reputation. Appraisal also comes from many sides, such as public, supplier, government, and also competitor.

There are two factors which influence image formation of a corporate, they are:

First, from internal corporate, such as human resources quality, corporate culture, facility and tools, model and style of management that applied, system and information that are used, top management, type and classification of product that produced, target market that aimed, spelling out of vision and mission corporate, employee prosperity level, etc, that appear from internal corporate condition.
Second, from external corporate, such as environment where the company operated, cultured condition, economic, and public class who become customers, legislation regulation which is decided by the government, inter-company condition competition or inter-product that produced, etc, that appear from outside company.

From many researches and literature, corporate image is more appraised by customers. The loyal customer will recommend to other customers, by saying that its product has certain quality and it has good services. (Customer service dalam bisnis jasa transportasi, 2009)

According to Frank Jefkins (1995:19). Corporate image is an idea or mental perceptions from the public to a company based on their information and the experience about the company. The image of a company can be very different from the fact; it depends on how far the public are related with the companies. Based on these, a company should always create a good relationship with all the public elements of its customers. Spreading the information and explaining the fact that they are relevant can fix the wrong perceptions about corporate image.

The function of good image itself for public relations is as the indicator which is used to know how successful the working program of Public Relations in one institute or company is.
CHAPTER III
DISCUSSION

A. UNS Public Relations and Cooperation Office

1. History of UNS Public Relations and Cooperation Office

UNS Public Relations and Cooperation Office is a functional institute which is lead by office head who is liable to Rector and execution of everyday duty under the construction of Vice Rector IV.

UNS Public Relation and Cooperation Office were established in 2004 based on the decree of the Rector Sebelas Maret University No 649/J7/KL/2004 about Public Relations and Cooperation Office’s formation of Sebelas Maret University. Firstly, UNS Public Relations and Cooperation Office have three taskforces; they are Public Relations and Cooperation Office, internal affair cooperative and foreign affair cooperative. Furthermore, based on SK No 3A/H27/OT/2008 was formed one taskforce again, it is International Service. The fourth taskforce is work according to their classify that has been decided. And able to give big contribution in developing of UNS cooperation.

For more focusing the activity and pushing the increasing of cooperation result on the whole, so in 2009 UNS by pass through SK Rector No 81A/H27/0T/2009 it is conducted the renovation of organization structure of UNS Public Relations and Cooperation Office by separating the foreign taskforce and International Service to be the International Office, whereas taskforce internal
affair with Public Relations and Information System are still in the Public Relations and Cooperation Office.

2. The Vision and Missions of UNS Public Relations and Cooperation Office

a. Vision of UNS Public Relations and Cooperation Office

In order to give good services for all of stake holders, so UNS Public Relation and Cooperation Office has a vision:

**Actualizing the excellent image and reputation of UNS nationally and internationally**

To reach this vision, it improves to be missions, they are:

b. Missions of UNS Public Relations and Cooperation Office

1) Building the image and reputation of UNS which are excellent in realizing World Class University

2) Increasing cooperation quantity and quality inside the country.

3. Organizational Structure office of UNS Public Relations and Cooperation Office
4. The Job Description of UNS Public Relations and Cooperation Office

Every staff in UNS Public Relations and Cooperation Office of Sebelas Maret University has each duty, such as:

a. Head Office

1) Planning and coordinating all public relations activities, university protocol and cooperation, for both routine and accidental activities.

2) Conducting work synchronization and penetration in many public relations activities with internal and external stakeholders which are supported by data and information readiness that are integrated from many interrelated parties.

3) Coordinating interdivisional in university level so that the information system and the university communication are able to work effectively to support the decision making process of the head of university quickly and correctly.

4) Planning and coordinating many application strategies of building image and trying to build corporate identity of UNS-Solo continuously.

5) Conducting coordination with other interrelated bureaus to increase more work effectiveness of university cooperation division in conducting more kinds of home affairs cooperation, private-government cooperation and cooperation with other parties including the society.

6) Coordinating all coordinator tasks which are under it so it can work effectively and functionally to support the organization activity of university (UNS-Solo).

7) To be a university spokesmen.
b. Secretary Office

1) Regulating, preparing, and conducting all the office administration activities need that are needed to support the work of Public Relations and Cooperation Office.

2) Conducting all routine or accidental office activities and distributing all tasks to the interrelated coordinators, the parties under it and other parties that are interrelated in it.

3) Conducting the administration function and correspondence correctly.

4) Regulating the work system of Public Relations and Cooperation Office so it can work effectively and functionally by involving other interrelated parties.

5) Representing the head office or the coordinators in many events or meeting when they cannot attend.

6) Serving the guests in central office with appropriate standardized-service.

c. Coordinator of Country Cooperation

1) Conducting the observation of cooperation data base of home affairs so it can be followed up effectively and useful to the university.

2) Conducting a new breakthrough to increase the cooperation with the government party (central-local), private or other parties in home affairs that can give benefit in increasing the quality of studying process in university, faculty, institute, and units which existed.

3) As cooperation coordinator in home affair who is routinely makes functional work evaluation which has done to be discussed in public
relations and cooperation office of Sebelas Maret University and implementation of Tri Dharma University.

4) As a home affairs cooperation coordinator along with together with the task force which handle it to be more proactive in looking for home affairs cooperation and monitoring the cooperation result.

d. Coordinator of Public Relations and Information System

1) Coordinating with interrelated bureaus, faculties, institutes and units to manage information (activity, research data, etc) to public so the university existence can be exposed optimally and more familiarly.

2) Responsible in building the mutual cooperation to all media so the university exposure is totally able to work more optimally.

3) Coordinating the analysis toward the media exposure routinely as a consideration material in facing the issues in media proactively so the reporting process inflicted a loss to the university.

4) Planning and coordinating all activities that are related to media and the outsiders relatively and continuously.

5) Planning and coordinating actively along with Apsi Bureau and the units under it for the implementation of the university data base which are more integrated and gives benefit for the importance of university data supplying and decision making process of the head of university.

6) Planning and coordinating all the university publication media implementation so the high quality of university media is realized and the better of implicating the image manifestation, identity, and reputation of UNS-Solo.
7) Conducting the coordination, determining the work mechanism, and monitoring the university web activity so by the time it is better than before.

8) Conducting the coordination, education and a better internal relation combination (with students, UKM, lecturer, employee, etc) through many forums so the socialization toward the vision, mission and university policy can be accepted completely by the internal stakeholder.

9) Facilitating the development of internal public relations combination in UNS-Solo for the importance of socialization and coordination between university with faculty, institute, UKM, etc that related to them and conducting coordination routinely.

10) Planning, coordinating and conducting the study toward the university protocol activity with the protocol parties so the protocol activities can work better.

11) Coordinating the promotion activities and choosing the university promotion media so it can work more effectively.

12) Planning, and conducting the activities that aimed to the realization of UNS-Solo identity by making attribute, symbols or signs that characterize of the UNS-Solo for both internal and external importance.

13) The coordinator of public relations and information system and the parties under it are responsible to help the secretary office in first-rate service to the university guests so it can give positive impression of the university.
B. Job Training Activities

The writer did her job training in UNS Public Relations and Cooperation Office from January until March 2010. The activities which were done by the writer during the job training are:

1. Helping the Public Relations and cooperation office

As we know that one of the functions of UNS Public Relations and Cooperation Office is increasing the image of UNS by doing integrated image communication. UNS Public Relations and Cooperation Office has important role in every image UNS’s activities which is related to its public, both internal and external. During the Job training, the writer helped UNS Public Relations and Cooperation Office in conducting its activities, they are:

1. Helping the workshop SOP “Standar Penerimaan Tamu di lingkungan UNS”
2. Helping the official announcement of SAT UPT Library which cooperate with PT. Pertamina Persero
3. Helping the MoU between UNS and UNILA
4. Helping the education workshop from Pittsburg America
5. Helping the workshop from Taiwan
6. Helping the workshop of American Indonesian Exchange Foundation (AMINEF) : Fulbright scholarship programs
7. Helping the workshop of Deutscher Academischer Austausch Dienst (DAAD) : Germany academic exchange service
8. Translating communication papers
9. Sending Fax to many companies and institutions about cooperation in installing congratulations of Dies Natalis 34th in SOLOPOS newspaper
10. Copying materials and taking care of certificate of Taiwan’s workshop
11. Taking care the acknowledgement for the institutions and companies which cooperated with UNS Public Relation and Cooperation Office in installing the greeting to Dies Natalis UNS 34th in SOLOPOS.

C. Job Training Result

Doing the job training in UNS Public Relations and Cooperation Office can improve the knowledge about Public Relations activities, functions and description itself. The writer understood more about the reality of Public Relations activities, that in fact it is different from the study in campus. In campus, lecturer only explain about main activities of Public Relations. But in reality, Public Relations activities are more complex.

The writer knows how to make a good relationship with the internal public (UNS staffs and students) and external public (other institutions, companies, alumnus and society). The writer has the best opportunities to meet and conduct direct communication with important people from outside of the UNS, other countries and inside UNS itself.

Public Relations and Cooperation Office of Sebelas Maret University always try to maintain good communication between companies and its public. It can be proven by the making of cooperation and good relation between Public Relations and Cooperation Office and others companies, society, etc. Once in two weeks (on Monday) Public Relations and Cooperation Office broadcast “UNS Menyapa” in TATV. In this program, Public Relations and Cooperation Office tries to maintain good communication and give information about Sebelas Maret University’s activities. Spreading information about Sebelas Maret University’s
activities is not only by TV program, but also by conducting press conference that is done by Public Relations officers, Rector and vice Rector. Besides, it is also published in newspaper.

Public Relations and Cooperation Office always deliver public opinion to the rector or vice rector IV about Sebelas Maret University’s image and activities that are conducted by Sebelas Maret University. So next time, Sebelas Maret University will be able to create better image and activities.
CHAPTER IV
CONCLUSION AND RECOMMENDATION

A. Conclusion

After discussing the problem related to the description and function of Public Relations and Cooperation Office in creating good image of Sebelas Maret University, it can be concluded that Public Relations and Cooperation Office always maintains mutual communication with internal and external public, having a good cooperation between an organization and its public and involves the management of problem and issue. Public Relations officers of the Public Relations and Cooperation Office also make functional work evaluation which has been discussed.

Public Relations and Cooperation Office of Sebelas Maret University has many functions in creating good image of Sebelas Maret University. The functions are: maintaining good communication between company and its public, maintaining good communication and spreading information from Sebelas Maret University, distributing public opinion to the rector or vice rector IV about Sebelas Maret University’s image and activities.

B. Recommendation

Based on the conclusion above, there are some recommendations that the writer would like to recommend as follows:

1. Public Relations and Cooperation Office
a) The Public Relations and Cooperation Office should realize all of the job description of Public Relations officer in order to can reach the goal of Public Relations and Cooperation Office. So they must work hard based on their job description.

b) The Public Relations and Cooperation Office should increase the professionalism of Public Relations officer to support Public Relations activities. To realize that, Public Relations and Cooperation Office should held professional work training.

c) The Public Relations and Cooperation Office should make a tidy office so that Public Relations and Cooperation Office becomes a beautiful office. All of the public relations officers must put everything in the appropriate places.

2. English Diploma Program

a) English Diploma Program should improve public relations material so that the students of English Diploma program get the best material about public relations. So, the lecturers of Public Relations in English Diploma should look for more public relations material than what they had in the past and appropriate with the reality of the public relations world today.
BIBLIOGRAPHY


Cutlip and Center (2000). *Public Relations Writing*. Jakarta : Kencana Prenada Media Group


