The activities of public relation division in information and communication bureau Surakarta city government

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

By:
Dhona Safuroh
C9304025

ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
2007
APPROVAL OF SUPERVISOR

Approved to be examined before the Board of Examiner,

English Diploma Program, Faculty of Letter and Fine Arts,

Sebelas Maret University.

Final Project Title:

THE ACTIVITIES OF PUBLIC RELATIONS DIVISION IN INFORMATION AND COMMUNICATION BUREAU SURAKARTA CITY GOVERNMENT

Name: Dhona Safuroh
NIM: C9304025

Supervisor:

Dra. Diah Kristina, MA (..............................)
Supervisor
NIP. 131 569 260

APPROVAL OF BOARD EXAMINERS

Accepted and Approved by the Board of Examiners
Report Title: THE ACTIVITIES OF PUBLIC RELATIONS DIVISION IN INFORMATION AND COMMUNICATION BUREAU SURAKARTA CITY

GOVERNMENT
Student’s Name: Dhona Safuroh
NIM: C9304025
Examination Date: 31st July, 2007

The Board of Examiners

1. Drs. Bathoro MS, MA
   Chair Person
   (.................................)
   NIP. 130 529 731

2. M. Taufiq Al Makmun, SS
   Secretary
   (.................................)
   NIP. 132 309 445

3. Dra. Diah Kristina, MA
   Main Examiner
   (.................................)
   NIP. 131 569 260

Faculty of Letters and Fine Arts
Sebelas Maret University
Dean,

Drs. Sudarno, MA
NIP. 131 472 202

MOTTO
Life is hard .............................................................Don’t make it even harder

(Agus.HW)

A good mankind is the one who useful for others.

Dedication
This Final Project is probably dedicated to:

- My belief in the God Almighty ALLLAH SWT
- My beloved Father and Mother
- My Lovely Brothers
- All my friends
- My self
- My honey
Since Public Relations has been developed as an important part in an institution or organization, it has the roles and duties to do many activities in supporting the institution or organization in reaching the goals.

Information and Communication Bureau of Surakarta City Government is one of the Bureaus in Surakarta City Government whose its organizational structure is headed by The Head of Bureau. Public Relations Division as the part of the organizational structure is responsible to the Head of Bureau to execute many duties and activities in the institution. By writing this final project, I attempt to show and explain the activities of Public Relations Division in Information and Communication Bureau Surakarta City Government. Therefore, I entitle this report “The Activities of Public Relations Division in Information and Communication Bureau Surakarta City Government”.

Although this final project report is far from being perfect, I hope the information will be beneficial and give contribution for every one, mainly to the reader.

Surakarta, July 2007

Dhona Safuroh

Acknowledgement

Firstly, I would like to present the enormous thanks to Allah SWT, for the blessing and guiding. I would like to express “Alhamdulilahi robbilalamin”, my greatest thanks to Allah SWT.
In doing this final project, support and suggestion are very important for me. Therefore, I would like to present my gratitude to:

1. Drs. Sudarno, MA, the Dean of Faculty of Letters and Fine arts for his approval.
2. Drs. Bathoro MS, MA, The Head of English Diploma Program for giving approval of this report.
3. Dr. M. Sri Samiati Tarjana, my academic supervisor, for her guidance during the study in English Diploma Program Sebelas Maret Surakarta.
4. Dra. Diah Kristina, MA, my consultant, for the guidance, patience, corrections, and advices from the beginning until the completion of this paper.
5. All of the Lecturers in English Department, for their valuable knowledge and experience, which have been given to me for three years study.
6. Drs. Agus Hastanto, The Head of Public Relations Division, for your attention and kindness.
7. Mrs. Sri Iriana, the public relations staff, who always be patient to teach and guide me when I work in the public relations office.
8. My beloved parents “Nyak & Babe”, who always support, advise, and pray for my success and fortune.
9. My lovely brothers, your funny can build up my spirit. “Anang, Guva”, I love you so much!!!!!!!!!!!
10. My soul mate and my lovely “Bony”, who always in my deep heart thanks a lot for your support, guidance, patience.
11. My best friends “Dhevi”, thanks to be my best sharing partner!! “Irul, Tyas, Andri, Tika, Ika, Dini”, you are the best friends in my life. Please don’t forget our friendship………………!!!!!!!!!!!!!OK!!!!!!!!!!!!!

12. My job training team, “Tyas”, we have a lot of happiness, sadness and funny memories when doing the job training in BIK. I will keep it in my mind.

13. “Tanton” who always give me support and help me in any time I need. Thank you so much!!!!!!!!!!

14. “Joko” thanks for add my name in your final project report.

15. Anyone who has helped and assisted me in the process of writing my Final Project Report.

Finally, I wish to express my gratitude to all my friends who have not been mentioned here, I apologize for every lack, in sufficiency, in capability, and mistake I made…. I expect this report will be able to give beneficial significance and would be worth reading for the readers.

This report relatively is still far from being perfect, the suggestions, inputs, and criticisms from the readers for the improvements of this report are necessarily needed and accepted.

Surakarta, July 2007

Dhona Safuroh

ABSTRACT

This final project report is based on the job training done by the writer on March 2007 in Information and Communication Bureau Surakarta City Government. This institution is located on Jendral Sudirman Street number 2 Surakarta. The objective of the final project report is to show how the activities of public relations of Information and Communication Bureau in Surakarta City Government are done.

The final project report discuss about the internal and external activities of Public Relations Division in Information and Communication Bureau Surakarta City Government. The techniques used in this final project are interview, observation, library study, collect the data and draw it into conclusion.

Approximately, for a hundred hour, I did the job training activities in Public Relations office. In the Public Relations office I was responsible for making press release, making task report, making newspaper clipping, making a speech for the Surakarta’ Mayor, reporting the events. Meanwhile, the final project report contains of the internal and external activities of Public Relations Division that are making press release, clipping the news, reporting the events, making press conference, making billboard and poster, publishing tabloid and leaflet, organizing a seminar and meeting, organizing Public Relations working sessions of SUBOSUKOWONOSRATEN.

TABLE OF CONTENTS

COVER...........................................................................................................i
APPROVAL OF SUPERVISOR........................................................................ii
APPROVAL OF BOARD EXAMINERS..........................................................iii
MOTTO.......................................................................................................iv
CHAPTER I: INTRODUCTION

A. Background of the problem.................................................1
B. Objectives...........................................................................3
C. Benefits..............................................................................3

CHAPTER II: LITERATURE REVIEW

A. Descriptions of Public Relations........................................5
B. The function of Public Relations........................................6
C. The roles of Public Relations..............................................7
D. Public Relations duties.......................................................8
E. Public Relations activities..................................................8
F. Public Relations in Government Institution........................11
G. Definition of communication.............................................12

CHAPTER III: DISCUSSION

A. Description of Information and Communication Bureau in Surakarta’s City Government.................................................................13
  1. History of Information and Communication Bureau...........13
  2. Vision of BIK.................................................................14
3. Mission of BIK .................................................................14
4. Role and Policy Direction of BIK ........................................14
   4.1. Role of BIK ...............................................................14
   4.2. Policy Direction of BIK ...............................................14
5. Function of BIK ..............................................................15
6. Descriptions of working hours ..........................................15
7. Public Relations Division of BIK .......................................16
B. Description of writer’s activities .....................................17
C. Job training result ..........................................................18
D. The Activities of Public Relations Division in BIK Surakarta’s City
   Government ....................................................................18
   1. Internal Activities .........................................................19
      a. Clipping the news ......................................................19
      b. Typing trend issue ....................................................20
      c. Documentation ..........................................................20
   2. External Activities .......................................................21
      a. Reporting the events ..................................................21
      b. Creating harmonious relationship between Government, Press
         and Society ................................................................22
         1. Making Press Conference ....................................22
         2. Publishing Tabloid and Leaflet .................................22
         3. Making Billboard and Poster .................................23
         4. Organizing a seminar and meeting ..........................23
CHAPTER IV: CONCLUSION AND SUGGESTION

A. Conclusion..............................................................................................................25

B. Suggestion..............................................................................................................26

BIBLIOGRAPHY

APPENDICES

THE ACTIVITIES OF PUBLIC RELATION DIVISION IN INFORMATION AND COMMUNICATION BUREAU SURAKARTA CITY GOVERNMENT

Dhona Safuroh¹
Dra. Diah Kristina,MA²

ABSTRACT


This final project report is based on the job training done by the writer on March 2007 in Information and Communication Bureau Surakarta City Government. This institution is located on Jendral Sudirman Street number 2 Surakarta. The objective of the final project report is to show how the activities of by public relations of Information and Communication Bureau in Surakarta City Government are done.

The final project report discuss about the internal and external activities of Public Relations Division in Information and Communication Bureau Surakarta City Government. The techniques used in this final project are interview, observation, library study, collect the data and draw it into conclusion.

Approximately, for a hundred hour, I did the job training activities in Public Relations office. In the Public Relations office I was responsible for making press release, making task report, making newspaper clipping, making a speech for the Surakarta’ Mayor, reporting the events. Meanwhile, the final project report contains of the internal and external activities of Public Relations Division that are making press release, Clipping the news, Reporting the events, making press conference, making billboard and poster, publishing tabloid and leaflet, organizing.

¹ Mahasiswi Jurusan D3 Bahasa Inggris dengan NIM C9304025
² Dosen Pembimbing I
CHAPTER I

INTRODUCTION

A. Background to the problem

Public Relations is a familiar field for big cities in Indonesia but it is still a new field in Central Java especially in Solo or Surakarta. The understanding of Public Relations is not comprehended by most of our members. In fact, most of the institutions or organizations in Surakarta called Public Relations as “kehumasan”. On the other hand, the truth is between “Kehumasan” and Public Relations has the same function and role. The activities of Public Relations in institution and organization have purposed to make a good image for the institution or organization. Beside that, Public Relations has also duties to create a good communication and harmonious relationship between organizations and the publics. Moreover, Public Relations has functions to collect the data and information from public and then manage into information which will be communicated or published to the public.

Nowadays, Public Relations division has also role in the government. Public Relations division helps the government to do all of the government institution activities, it also has the function for giving information about the governmental activities, program, and policies for the community.

According to Jhon D. Milled, quoted by Bambang Siswanto (1992:39),
a Public Relations Division in the government has some duties, such as:

1. To inform constituents about activities of government agency
2. To learn about public desires and aspirations

Public Relations in the government institution has an important function to give information, especially information about the governmental duties and activities.

A Public Relations officer should do the main duties. They are the internal and external activities. It is a must that the internal activities and external activities can be done well by public relations division in the organization or institution.

Surakarta Information and Communication Bureau (Badan Informasi dan Komunikasi – BIK) is one of the bureaus in the Surakarta City Government. It has an important role to manage information and communication in Surakarta. Beside that, BIK is the bureau in Surakarta City Government as the source of formal information, the communication media, and also the motivator for the society of Surakarta.

Public Relations Division in BIK also does their activities to improve the image of Surakarta City Government. There are two activities that can be done by Public Relations Division in BIK. They are internal and external activities.

To know the internal and external activities of public relations, the writer is interested to have a job training in Information and Communication Bureau of Surakarta City Government.

This is the report of the writer’s experience of doing the job training in BIK. The discussion is focused on the internal and external activities of Public Relations in BIK.
And the final project is entitled “The Activities of Public Relations Division in the Information and Communication Bureau Surakarta City Government”

B. OBJECTIVE

Based on the descriptions provided above, the objective is: to show how the activities of by public relations of Information and Communication Bureau in Surakarta City Government are done?

C. BENEFITS

It is hoped that the result of this final project will be useful for:

1. The Readers
   The readers will get some information about the activities of public relations in the government especially in Surakarta Regency Government.

2. Other Researchers
   This report can be used as additional reference in doing a research about Public Relations in the governmental institutions.

3. BIK from other Regency
BIK from other regency can recognize the activities of BIK in Surakarta regency as a comparison matter to increase the effectiveness in doing the activities.

4. The Institution (BIK of Surakarta City Government)

This report can be used by Public Relations Division of BIK to find its strengths and weaknesses to maximize their activities.
IN INFORMATION AND COMMUNICATION BUREAU
SURAKARTA CITY GOVERNMENT

BY: DHONA SAFUROH
C 9304025

THE ACTIVITIES OF PUBLIC RELATIONS DIVISION
IN INFORMATION AND COMMUNICATION BUREAU
SURAKARTA CITY GOVERNMENT
CHAPTER I

Introduction

A. Background to the problem
- The phenomena about Public Relations is a new field in Central Java especially in Surakarta
- The duties and the functions of Public Relations Division in institution or organization
- The role and the function of Public Relations Division in government institution
- The roles and the functions of Public Relations in BIK Surakarta City Government

B. Objectives
   To show the activities done by public relations division in information and communication bureau surakarta city government.

C. BENEFITS
   1. The Readers
   2. Other Researchers
   3. For BIK other regency
   4. The Institution (BIK- Surakarta City Government)

CHAPTER II

Literature Review

A. Definitions of public relations
B. Function of public relations
C. Roles of public relation
D. Public relations activities
E. Public relations in government
F. Public Relations in Solo City
G. Communication process in public relations

CHAPTER III

Description Of public relations division’s activities in BIK Surakarta City Government

CHAPTER IV

Conclusion and suggestion
A. Descriptions of Public Relations

“Public Relations” has many meanings and interpretations. According to Cutlip and Center, Public Relations is the distinctive management function which help establish the mutual lines of communications, understanding, acceptance, and cooperation between an organization and its public (Broom, Center, Cutlip, 2000:4).

The British Institute of Public Relations (IPR) Dictionary that was published on November 1987 defines Public Relations as totality of systematic effort which is done by a good planning to establish sympathy and understanding between company and the public (Frank Jefkinse, 1995:8).

According to Howard Bonham, Vice Chairman of the National Red Cross, public relations is the art of bringing about better public understanding which breeds greater public confidence for any individual or organization. (Oemi Abdurrachman, 1984:25)

Public Relations has the important meaning that influences the success or failure of an organization or institution. In addition, Bernays states that public relations has three meanings: (a) information given to the public, (b) persuasion directed to the public to modify attitudes and actions of an institution, (c) effort to integrate attitudes and actions of an institution (Rosady ruslan, 2001:19-20).

The British Institute of Public Relations defines:
a. Public Relations activity as management of communication between an organization and its public.

b. Public Relations practice is a deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its public. (Rosady Ruslan, 2005:15-16)

In general, public relations can be defined as a series of effort and activities done by the organizations and its public that aim to reach the success in the competitive business world.

B. The functions of Public Relations

In fact, the public relations can define the future and development of the organization or institution because it has the basic functions in its top management.

According to Cutlip & Center, the functions of public relations are:

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

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

♦ To devise and implement programs that will gain wide and favorable interpretations of an organization’s policies and operations (Cutlip & Center, in Onong Uchjana Effendy, 1986:43).
According to Emery, the function of public relations is to plan and organize effort of a company or institution to establish mutually beneficial through acceptable communication relationship with its various public (Rachmadi f, 1992:21).

According to Bertrand R. Canfield, the functions of Public Relations are:

- To serve the public’s interest
- To maintain good communication
- To stress good morals and manners (Canfield in Onong Uchjana Effendy, 1986:44)

C. The roles of Public Relations

According to Cutlip & Center, public relations roles make a major contribution that includes:

- Correctly interpreting management and personal policies
- Helping to shape the attitudes employees reflect on their relationship outside the place of work
- Creating an environment favorable to the work of the personal or industrial relation function
- Providing vehicle and stimulating two-way communications as part of working conditions (Cutlip & Center, 1978:305)

According to Broom and Smith, there are four types of Public Relations practitioner’s roles
- Practitioners are regarded as experts on public relations and consequently they are seen as the best qualified person to handle public relations’ problem and identify solution to them.
- Practitioners are cast as sensitive listeners and information brokers who act in facilitating communications.
- Practitioners collaborate with other managers to help define and solve organizational communication problem.
- Practitioners provide technical communication services, such as writing releases and features for the media, preparing and editing newsletters, and handling contact with media. (Broom and Smith in Kitchen, 1997:16)

**D. Public Relations duties**

Nowadays, there are many duties in public relations activities that developed by the organizations or institutions. There are many aspects that must be checked and be repaired. So that the duties public relations are:

1. Evaluating the public attitude or opinion
2. Identifying the organization rule and procedure
3. Planning and holding the public relations activities (Ruslan:1998:p:26)

**E. Public Relations activities.**

As a management tool, public relations practitioner has several activities that synergize the vision, mission, and objectives of the organization.
In the modern area, public relations practitioner has dynamic and flexible activities in the globalization. The British Institute of Public Relations explains that:

- “Public Relations activity is management of communications between an organization and its public”
- “Public Relations practice is deliberate, planned and sustain effort to established and maintain mutual understanding between an organization and its publics”.

(Ruslan:1998:p:78)

In the organization a public relations officer should do all activities as a support of management function.

The public relations’ activities are:

- Publication

  Public Relations officers make a publication like company profile, booklet, pamphlet, brochure, and books about the organization or institution.

- Research

  Public Relations officers do a research to get information that is accurate and can be trusted

- Promotion and special events management

  Public Relations officers promote and arrange some activities through an advertisement, press release, open house, and celebrations.

- Public Speaking

  Public Relations officers should have a skill to speak in front of the public.

- Fund raising and membership drives
Public Relations officers can collect donation and motivate the members to organize an activity.

- Publicity and press agentry
  
  Public relations officers plan and implement the activities like taking news or issues to draw attention and giving publicity as the importance of institution or organization which are related to the media.

- Planning and execution
  
  Public Relations officers should plan and execute all of the public relations’ activities by analyzing the relationship between the organizations with its publics.

- Public affairs and lobbying
  
  Public relations officers do the activities that are related to the public’s affairs and lobbying, such as: making an appointment and making cooperation with other institutions or organizations.

  Basically, the main activities of public relations are:

  1. Fact finding
  2. Planning
  3. Communication

F. Public Relations in Government institution

According to F.Rachmadi public relations division in government has two functions, namely:
To inform about the governmental decree and the result of government’s work and also to give understanding about the law and the rule to the public

To give the best suggestion for the leaders about the reactions of public because of the appointed rules and regulations (Rachmadi F, 1992:79)

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 society aware of the institution’s activities (F. Rachmadi, 1992:77)

According to Sam Black, Public Relations in the government institution has four main objectives:

a. To keep citizens informed of the council’s policy and its daily activities
b. To give them an opportunity of expressing views on important projects before final decisions are taken by the council
c. To enlighten citizens on the way in which the system of local government works and to inform them of their rights and responsibilities
d. To promote a sense of civil pride. (Effendy, 1986:50-51)

G. Definition of Communication

One of the functions of Public Relations is to connect the public or people that have an interest inside an organization or institution. Therefore, in order to be more efficient and effectively in controlling Public Relations in the organization, we need a
good communication because it’s one of major contribution to keep the image of the organization.

The word “communication” comes from the Latin verb *communicare*, to talk together, confer, discourse, and consult, one with another. It is intimately related to the Latin word *communitas*, which means not only community but also fellowship and justice in men’s dealing with one another (Fisher, 1965:16).

According to Barelson and Stainer, communication is the transmission of information, ideas, emotion, skill, etc; by the use of symbol – word, picture, figure graphs, etc. It is the act or process of transmission that is usually called communication. (Onong Ujhana Effendy, 1986:62).

Brenann suggests that there are seven pillars of communication strategy as the essential of new communication:

1. Adaptation of the communication process
2. Thought
3. Language Control
4. Clearness
5. Completeness
6. Good Will (Brenann in Onong Ucjhana Effendy, 1986:64)
DISCUSSION

A. Description of Information and Communication Bureau at Surakarta’s City Government (Badan Informasi dan Komunikasi - BIK).

1. History of Information and Communication Bureau

Information and Communication Bureau (BIK) of Surakarta City Government is one of the Bureaus in the Surakarta City Government. It has an important role to manage information and communication in Surakarta.

Information and Communication Bureau (BIK) of Surakarta City Government was founded on November 28, 2001, based on the Regional Rule of Surakarta City Number 6, 2001 chapter V about the organizational structure and official administration for the Regional of Surakarta City.

In implementing its task, Bik is guided the Decree of Surakarta’s Mayor number 32 th 2001 about the explanation of BIK’s task. BIK is located on Jendral Sudirman Street number 2 Surakarta.

BIK of Surakarta City Government is a consolidation of four sections, namely: Information Section; Public Relations Section; Management Electronic Data Section Code and Communication Section.

2. Vision of BIK
The vision of BIK is to create the informative and communicative society to support the Surakarta City as a culture city that focused on commerce potentials, services, educations, tourism, and sports.

3. Missions of BIK

a. To develop the partnership between the government, press, society, and private.
b. To increase the society’s participant to develop information and communication.
c. To develop the professional apparatus to manage information.
d. To increase the quality and the quantity of information and communication system.

4. Role and Policy Direction of BIK

4.1. Role of BIK

a. BIK is the source of formal information for the society of Surakarta city
b. BIK is the communication media between the government institution with the society and among the society’s groups
c. BIK is the motivator of society in Surakarta

4.2. Policy direction of BIK

a. To increase the role of communication through the region’s media to spread the government’s policies and society’s aspirations in the frame work of public’s responsibility
b. To increase the society’s role in monitoring the media to prevent the misuse of press freedom and to develop the quality of regional press

5. **Functions of BIK**

The Communication and Information Bureau has some functions, based on “The Mayor Official Law number 32, 2001” on the tasks of BIK. The functions are:

- To organize the Secretarial Bureau
- To manage and to develop the system of information’s management
- To arrange the plan of programming, counseling, evaluating, and supporting
- To organize the Public Relations
- To organize counseling
- To control and manage the functional occupation
- To implement the production and information services

6. **Description of working hours**

<table>
<thead>
<tr>
<th>NO</th>
<th>DAY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Monday - Thursday</td>
<td>07.30 am – 02.00 pm</td>
</tr>
<tr>
<td>2</td>
<td>Friday</td>
<td>07.30 am – 11.00 pm</td>
</tr>
</tbody>
</table>

7. **Public Relations division of BIK**
The Public Relations division of BIK Surakarta City Government as one of the divisions in the Information and Communication Bureau of Surakarta City Government was founded based on the Regional Rule of Surakarta City no.6, 2001 about organizational structure and official administration for the region of Surakarta City, especially 28 articles that provide the Information and Communication corporations of Surakarta.

In the organizational structure, Public Relations division is under the Head of Bureau. Public Relations division is responsible directly to the Head of Bureau in doing its tasks. Therefore, Public Relations division works together with other division to perform the government activities. The working partner of Public Relations division is Planning Evaluating division, Information division, Communication and Promotion division, Broadcasting division. Public Relations division has the equal position with those divisions. It can be seen in the diagram below:

The Head of Bureau

Functional Position Group

Administration Division

Planning  Broadcasting  Public Relations  Com and Promotion

B. Descriptions of writer’s activities
The job training was started on March 1, 2007 until 23 March, 2007. During the job training in Public Relations divisions of Information and Communication Bureau Surakarta City Government, the writer did the activities that had connections with Public Relations field. The writer’s working hours in Public Relations division were every Monday to Friday at 08.00 am – 02.00 pm.

The purpose of writer’s activities is increase writer’s knowledge about Public Relations field. Beside that, it also has purposed to practice her ability in Public Relations field. In doing the job training, the writer was helped by all of the Public Relations officers.

The writer helped the Public Relations officer to complete their duties everyday. The writer’s activities were helping the Public Relations officers to make newspaper clipping about Surakarta City Government and the newspaper which used are Suara Merdeka, SoloPos, Radar Solo, Kompas, typing trend issue, making press release about Surakarta City Government, handling telephone from other divisions or out area of BIK, typing an instruction letter for the officers. The writer also typed the task report of the officers and made a speech for Surakarta’s Mayor.

Sometimes, the writer following the Public Relations officer for reporting the events that happened in Surakarta such as: following a seminar about “RUU KMIP” in Surakarta’s Press National Monument, following a Public Relations Coordination Meeting in Wonogiri and also reporting a meeting among the students of SDN 15 Surakarta with Surkarta’s Mayor in Balai Tawang Arum.

C. Job Training Result
By doing the job training in Public Relations division, the writer could improve the writer’s knowledge about Public Relations Internal and External Activities of BIK. The writer succeed to finish some duties such as:


3. Making a task report of The Head of Public Relations division, Mr. Agus Hastanto about “Rapat Koordinasi Kehumasan SUBOSUKAWONOSRATEN”.


5. Making the Newspaper clipping.

D. The Activities of Public Relations division in BIK Surakarta’s City Government.

As the one of BIK division, Public Relations division has a lot of activities. The activities have purposed to improve the image of Surakarta City Government. The
activities of Public Relations division in BIK Surakarta’s City Government are divided into two mayor parts. There are internal activities and external activities.

1. Internal Activities

Internal activities are all of the activities that are done by Public Relations practitioners to give information matters to internal publics. Internal public are the publics staying inside the organization such as: the Head of Bureau, The Staff, The Deputy, etc. The internal activities have purposed to make a comfortable working among the internal publics. The activities can be done through:

a) Clipping The News

Clipping the news is the one of activities that must done by Public Relations officers activities have purposed to follow the development of news in media about BIK trough press media. Clipping also used as Government document. Beside that, clipping used to check whether there is a misinformation in the news. Moreover, clipping used to know the issues which still trend in society about Surakarta City Government.

Meanwhile, information which used for making clipping adapted from some local newspapers such as Kompas, Solo Pos, Suara Merdeka, Radar Solo. To make press clipping, Public Relations officers need some step as follows:

1. Preparing The News

Public Relations officers should read the news and find the news that have related with Surakarta’s City Government. After find the news, the officers should give mark in the newspapers to differentiate from other news.
2. Cutting The News Off and Sticking

After doing the first step, Public Relations officer should cut the selected news from newspapers. Next, the news is stick on a piece of clipping paper within suiting newspapers name. Finally, the Public Relations officer writes the date of newspapers.

3. Copying

The last step is copying the clipping into two copies. The copy given to Surakarta’s Mayor and also kept as Public Relations document.

b) Typing Trend Issue

Before type trend issue, Public Relations officer has to disparate the news base on the type of the news. In this case, there are three types of the news. The types are Government case, Economy case, and social case. Beside that, trend issue also includes money curs and travel agent. After disparate the news Public Relations officer type the trend issue using computer and print it out

c) Documentation

The documentation is important for the Government as the way to evaluate the duty they have done. It is also important to motivate the program in the next time. To make the documentation Public Relations officer should collect the photos first. After collect the photos, Public Relations officer should put it into photo album with a good arrangement.

2. External Activities

External activities are the activities of Public Relations division that are provided for the external public to get support and the understanding from the external
public. External public are the people outside the institution such as: The citizen, journalist, and many other. The external activities purpose is to create public opinion that helps the Public Relations officer in reaching the goals. It can be realized through the activities below:

a. **Reporting the events**

   Public Relations division has many duties the one of the duties is reporting the events. The aim of the activities is to spread the information to the public to reach the acceptance and good images. Beside, it is also to help the government to socialize and inform the government policies and program to the public. To report the events, public relations division is completed the steps as follow:

   1. **Preparing the equipment**

      It is a must for preparing the equipment first before reporting an event for Public Relations officer. Equipment is the important thing to support the duty of public relations officer in reaching the goal. Usually the public relations officer always bring camera for reporting the event.

   2. **Contacting the journalist**

      This activity is important to do for a public relations officer because it has purpose to create the harmonious relationship with the external public. Public Relations officer always held the cooperation with the journalist to cover the events. In order, it can be published and printed in the newspaper so the publics will get the information about the event. This step also has the function to help public relation officer in informing and spreading the news to the public.

   3. **Reporting the event**
Before recovering the event, public relations officer should find the information about the event. For example are the date, time and place where the events occurred.


1. Making press conference

Public Relations officer held press conference to give information directly to the journalist to get the understanding from the journalist always taken part because they have part power to influence the public. Usually, public relation officer is contacting the entire journalist from local news paper such as Suara Merdeka, Solo Pos, Radar Solo, Kompas.

2. Publishing Tabloid and Leaflet

One of the public relations officer duties is helping the government to spread information about the development of Surakarta’s City Government program are making Tabloid and Leaflet. The Tabloid’s name is Solo Berseri. Usually, the Leaflet contains of the government activities, programs and events in Surakarta. The Tabloid and Leaflet are distributed to some government institution and to the society.

3. Making Billboard and Poster

Public Relations officer makes Billboard and Poster to give information about the Government activities to the society. These Billboard and Poster are put on strategic places in Surakarta City.

4. Organizing a Seminar and Meeting
This activity has the purpose to spread information about policies, programs and activities of Surakarta’s City Government. This activity has the aim to discuss about a problem or phenomena that happened in society among the public, journalist and government to get the best result for the problem. Usually, the problem that discussed is about government policies and programs. On the other hand, this activity also has the purpose to create a good relationship between government, public and journalist.

5. Organizing Public Relations working sessions of SUBOSUKAWONOSRATEN (Surakarta, Boyolali, Sukoharjo, Karanganyar, Wonogiri, Sragen, Klaten)

6. It hopes this activity can make a good cooperation among the region. Beside, the activity also has the purpose to increase the exchange of Information among the region.

7. Making Press Release

As a Public Relations Practitioner, it is a must that Public Relations officer should be making a press release. Press Release consists of information about Government activities or events that happened in Surakarta. Press Release made continually based on the Government activities or events that happened in Surakarta.

Press Release made if the Government activities or events that happened in Surakarta are considered important and need to be sent to the mass media. Therefore, by sending the press release it hopes that the media will publish the press release in order to the wide society will know about it.
Beside that, it can be the way to create the good image of the Government and maintain the relationship between Public Relations division with the press media or mass media.

To make press release, Public Relations officer complete some steps as follows

a. Typing
Before type the press release, public relations officer has to follow an event to get some data. Then public relations officer types the press release using computer with right methods. In making the press release, public relations officer should consent with 5 W + 1 H aspects (Why, Where, What, When, Who and How). Beside that, the structure of press release should be logic, brief, complete and efficient.

b. Editing and Printing
After the Public Relations officer has finished typing the press release, the next step is editing the press release. This step is important for avoid the mistake and it is important to check the arrangement is true or false. After the press release finish, the public relations officer should print it out into piece of paper. And finally, press release sent into the mass media by fax.
CHAPTER IV
CONCLUSION AND SUGGESTION

A. CONCLUSION

Nowadays, Public Relations Division plays important roles in supporting the Government programs. Public Relations have big contribution to the Government in developing the harmonious relationship with the public. Disseminating the information to the public and creating the good public opinion through its activities such as: Giving information services to the public, Making newspaper clipping, Making press release, Reporting the events, Making documentation, Cooperating was the Journalists, Holding press conference, etc.

In the previous chapter I have discussed the activities of Public Relations Division in Information and Communication Bureau Surakarta City Government. From the discussion, it can be concluded that a practitioner in Public Relations Division in Information and Communication Bureau Surakarta City Government has many activities, both internal and external that are done in Public Relations office. In Public Relation Office, the Public Relations officer is responsible to do both the internal and external
activities such as: Clipping the news, Typing trend issues, Documentations, Reporting the events, Making press conference, Making billboard and poster, Publishing tabloid and leaflet, Organizing a seminar and meeting, Making press release, Organizing public relations working sessions of SUBOSUKOWONOSRATEN.

B. SUGGESTION

The writer has some suggestions, which may be useful for BIK especially the public relations division, they are:

1. BIK should increase the quality and quantity of the facilities, such as computer, air conditioner, camera etc.
2. BIK should improve the quality of the officers by sending them to the courses relevant to their job.
3. The Head of Public Relation Division should give a warning and sanction to the staff who are not discipline in their work.
MOTTO

*Life is hard. .......................... don’t make it even harder*

*Agood mankind is who usefull for others.*

**BIBLIOGRAPHY**


BIK.2005.SEKILAS


Questioner

1. How is the history of establishment of BIK of Surakarta City Government?
2. What are the role and function of BIK?
3. What are the function and the role of Public Relations Division in BIK?
4. What are the facilities of Public Relations Division?
5. What are the activities of Public Relations Division of BIK?
6. How do the Public Relations Division make Press Release?
7. What are the internal and external activities of Public Relations Division?
8. What are the meaning of external and internal public?