THE EFFECTIVENESS OF PUBLIC RELATIONS ACTIVITIES OF PT. TELKOM KANDATEL SOLO TO HANDLE COMPLAINTS

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

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APPROVAL OF CONSULTANT

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Title : THE EFFECTIVENESS OF PUBLIC RELATIONS ACTIVITIES OF PT. TELKOM KANDATEL SOLO TO HANDLE COMPLAINTS

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For of him, and through Him, and to Him, are all things: to whom be glory for ever.

Romans 11:36

Thou shalt love the Lord thy God with all thy heart, and with all thy soul, and with all thy mind.

Matthew 22:37
DEDICATION

This Project is dedicated to:

- Jesus Christ
- My beloved Mom and Dad
- My big family
- My beloved boyfriend
- All my friends
PREFACE

This report is written by the researcher to fulfill the requirement in obtaining the English Diploma Program. The researcher did the job training in PT. TELKOM KANDATEL SOLO.

In this paper, the researcher explains about the activities of Public Relations of PT. TELKOM KANDATEL SOLO in handling complaints. The researcher also explains about the reactions of complainer about the respond of their complaints.

This report is relatively far from being perfect, so the researcher need suggestions in order to improve this final project. Hopefully, this final project is able to give information for the readers. At last, the researcher would like to thank to all that have given a lot of assistance from the beginning until the completion of this final project.

Surakarta, January 2011
ACKNOWLEDGMENT

I would like to thanks to Jesus Christ, for giving me this beautiful life in a beautiful word. The best word is only Praise The Lord, HALLELUYA!!!

I also want to say thank you to the following extraordinary people contributing any kinds of support and help in any way during my study.

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7. My beloved parents and my beloved brother, thank you very much for your love to me. Thank you for the pray and support.
8. Special thanks to my lovely boyfriend, Aryo Prakoso Vidyarto, S. S. I love you so much. Thanks for your continuous support. Thanks for your love. Thanks for your patience. Do not ever try to stop loving me!
9. My best friends, Agnes “Pines” Kusuma, Armi “Boneng” Candra, Liling “Jenky” Oliarta, Monica “Makcik” Martnindita, and Najib thanks a lot for being my craziest friends. You are the most incomplete people that I’ve ever had. No crazy, no happy!!!!!! Keep this friendship forever guys……!!!!!!!

10. My entire friend in English Diploma Program. I am so glad to know you all.

11. To all people that I can not mention one by one, thanks so much for everything, thank you……..thank you……..and…….thank you

Researcher
Rinanda Gostya alphaningrum
ABSTRACT


The objective of this study is to describe the Public Relations activities of PT. TELKOM KANDATEL SOLO in handling complaints.

In this report, a descriptive qualitative method is utilized. The techniques of collecting data were done through observation, interview, and library study. The observation was done by observing the subject directly. The interview was conducted by asking some questions to the internal and the external publics of PT. TELKOM DANDATEL SOLO. The library study was carried out by searching some information from the books, internet, and magazines.

The data were analyzed to know the Public Relations activities of PT. TELKOM KANDATEL SOLO in handling complaints and identify the reactions of the complainer on the responses of PT. TELKOM KANDATEL SOLO to their complaints. Based on the analysis, some conclusion could be drawn. The Public Relations officer of PT. TELKOM KANDATEL SOLO has done some activities in handling complaints, for example: collecting the accurate data about the complaints, checking the system and negotiating with the related division, and giving a solution and sending a letter of apology through the same newspaper. The complainers have many different reactions about the responses of their complaints; most of them are satisfied with the responses of PT. TELKOM KANDATEL SOLO to their complaints.
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CHAPTER I

INTRODUCTION

I.1 Background

Communication is an interesting activity for all of the people. By communicating with others, people can get much information. They can also share their problems with other people who talk to them. Communication activity is not only used by individuals but also companies.

Communication activity is also used in the company to communicate with their customers. In order to communicate with their customers, a company uses Public Relations division as a mediator between the company and customers. Therefore, it makes Public relations an important division for many companies or organizations. Public Relations has many functions and roles. The activity of Public Relations in the company or organization is not only to make a good image for the company but also to create a good communication and better relationship between the organization and customers. Moreover, Public Relations division has functions as the problem solver in the company such as to handle the complaint.
1.2 Problem Statement

Complaints usually come from external publics who are disappointed with the services provided by the company. Publics usually send their complaints by phone or through the customer service division, company’s email address and newspaper. Public relations division should routinely check newspapers to know what the customers’ complaints are for a particular day. Besides, Public Relations division should respond the complaints immediately.

As a big communication company in Solo, PT. TELKOM KANDATEL SOLO as a subsidiary of PT. TELKOM INDONESIA, Tbk receives many complaints from the publics about its services included FLEXI, SPEEDY and fixed-line services. Many people send their complaints through newspapers such as Solopos, Joglosemar, Kompas, Suara Merdeka and Jawa Pos.

The reason of the researcher did this kind of research is to explore the effectiveness of Public Relations activities of PT. TELKOM KANDATEL SOLO to handle and respond the complaints from the external publics published in newspapers and the satisfaction of the complainers on the responses given by PT. TELKOM KANDATEL SOLO. For that purpose, the researcher conducted a study entitled **The Effectiveness of Public Relations Activities of PT. TELKOM KANDATEL SOLO to Handle Complaints.**

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I.3. Research Questions

In order to recognize the perception of the complainers of PT TELKOM KANDATEL SOLO, this study is conducted to address the following problems.

1. What activities has Public Relations of PT TELKOM KANDATEL SOLO carried out to handle the complaints from the customers?

2. How do the complainers react to the responses of their complaints in connection with the services provided by PT TELKOM?

I.4. Research Objectives

In order to answer the research questions, the writer has the following objectives:

1. To describe the Public Relations activities of PT. TELKOM KANDATEL SOLO to handle complaints from the customers.

2. To explore the reactions of the complainers on the responses of PT TELKOM KANDATEL SOLO to their complaints.

I.5. Significance of the Study

The researcher expects that this research will be significant for the following parties:
1. PT. TELKOM KANDATEL SOLO
   a. To be used as a consideration for PT. TELKOM KANDATEL SOLO to increase the quality of their Public Relations activities in handling complaints.
   b. To provide inputs to PT. TELKOM KANDATEL SOLO on the satisfaction of the complainers about their complaints.

2. Readers
   a. The readers will understand the importance of the public relations activities for a company, especially in handling complaints from the customers.
CHAPTER II

LITERATURE REVIEW

II.1 Complaint

According to Solomon Wiener (1973), complaint is the expression of the customers which are disappointed. Complaints can be about poor service, damaged, defective or poor quality merchandise, undue delay in receiving orders, mistakes in billing, receiving merchandise other than that ordered, discourteous treatment and a host of others. (pp:85). The number of complain which is accepted by the company influence the image of the company. Therefore, the company should handle and respond them immediately.

According to C. E Eckersley & W. Kaufmann (1974) on their book English and American Business Letters, if everything goes well, the company should be able to breathe a sigh of relief. But unfortunately, only too often something does go wrong, and the result is that most unpleasant of “complaint” (pp:117).

There are almost innumerable causes for complaints and a sensible customer will realize this and will write the supplier a calm and reasonable complaints. C. E Eckersley & W. Kaufmann (1974) state that complaint should state first, clearly and in detail, what is wrong and may point out what inconvenience the error has caused.
II.2 Public Relations Activities

As a management tool, public relations officer has several activities that synergize the vision, mission, and objectives of the organization.

Today, public relations officer has dynamic and flexible activities in the globalization. The British Institute of Public Relations explains that:

1. “Public Relations activity is a management communication between an organization and its publics”.
2. “Public Relations practice is deliberate, planned and sustained effort to establish and maintain mutual understanding between an organization and its publics” (Ruslan: 1998: 78).

In the organization, a public relations officer should do all activities as a support of management function. Rachmad Kriyantono (2008: 20) wrote Public Relations activities such as:

1. Publication and Publicity
   Publication and Publicity means informing activities of the company to the publics.

2. Events
   Organizing event is one of Public Relations activities to create an image.

3. News
   Public Relations create the Public Relations Writing such as press release, newsletter and home/internal journal.
4. Community Involvement

Public Relations must create community relations between organization and its publics.

5. Identity-Media

Identity-Media is a Public Relations activity in maintaining press relations.

6. Lobbying

Lobbying is a process of making a deal and Public Relations must have the ability to persuade and negotiate with others.

7. Social Investment

Social Investment is a Public Relations activity for making programs that are beneficial for the public’s interest and social welfare.

8. Research

The process of gathering, recording, and analyzing relevant facts about any problems in any branch of human activity. It refers to a critical study and investigation of a problem, a proposed course of action, a hypothesis of or theory.

According to Rosady Ruslan (2007:345), to accomplish the tasks and fulfil the functions, public relations officers should do some routine activities such as:

1. Maintaining and establishing mutual understanding between management and its publics.

2. Informing its publics about the organization.

3. Documentating the source of publicity and activities surround the institution.

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4. Collecting information and data from many sources, especially information that are related to the institution and related to the public’s opinion.

5. Making printed media of public relations such as press release, newsletter and publishing internal magazine, bulletin, brochure, poster and etc and making press clippings.

II.3 PT TELKOM KANDATEL SOLO

As a big company, PT TELKOM KANDATEL SOLO needs a public relations officer to handle all of the problems faced by the company. Public Relations officer should be able to handle complaints from the customers who are disappointed with the services.

According to PT TELKOM on their book Standar PR-Excelence, every public relations officer should be able to handle problems such as complaints and must solve the problems accordingly.

PT. TELKOM KANDATEL SOLO has many steps to solve the problems especially complaints, the steps are:

1. Collect the accurate data about the complaints.
2. Negotiate the solutions relevant to the complaints.
3. Give a solution to the complainers quickly
CHAPTER III

METHODOLOGY

III.1 Type of Research

The present study was conducted by using the descriptive qualitative research method. According to Singarimbun and 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 behavior.”

This report was arranged in the form of field study written by collecting data form the field either by observation or an in-depth interview, including certain aspects that are relevant with the research questions of this research.

III.2 Techniques of Collecting Data

The techniques used for collecting data are:

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a. Interview

According to Keith Windschuttle and Elizabeth Windschuttle, stated 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 certain time.

Interview was given to ten complainers who write complaint to PT TELKOM KANDATEL SOLO by asking some questions regarding their satisfaction about the response of their complaint.

b. Observation

Observation was done as an activity to collect data by observing directly the object observed. This observation was done in PT TELKOM KANDATEL SOLO, Jl. Mayor Kusmanto No 1 Surakarta.

c. Library Study

The library study is conducted by searching the written sources relevant to the subject, which is not obtained directly by the writer. In the library study, the attitudes and opinions about Public relations’ activities of PT TELKOM KANDATEL SOLO is obtained by reading some books that are related to the problem statements.

### III.3 Types of data

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

b. Secondary data are the data gained from the library study.
III.4 Source of data

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

1. External informants

The data of this research are stated by the informants in the external public answering the question, the external publics are people who write complaints to PT. TELKOM KANDATEL SOLO.

- The table of the external informants as complainers of PT. TELKOM KANDATEL SOLO

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Age</th>
<th>Complaint</th>
<th>Coding</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nia</td>
<td>female</td>
<td>23</td>
<td>Flexi</td>
<td>INF 1</td>
</tr>
<tr>
<td>2</td>
<td>Endah</td>
<td>female</td>
<td>40</td>
<td>Fixed-line</td>
<td>INF 2</td>
</tr>
<tr>
<td>3</td>
<td>Agus Sarjono</td>
<td>Male</td>
<td>48</td>
<td>Fixed-line</td>
<td>INF 3</td>
</tr>
<tr>
<td>4</td>
<td>Rifky</td>
<td>Male</td>
<td>28</td>
<td>Speedy</td>
<td>INF 4</td>
</tr>
<tr>
<td>5</td>
<td>Sri Maryadi</td>
<td>Male</td>
<td>50</td>
<td>Fixed-line</td>
<td>INF 5</td>
</tr>
<tr>
<td>6</td>
<td>Dino</td>
<td>Male</td>
<td>25</td>
<td>Fixed-line</td>
<td>INF 6</td>
</tr>
<tr>
<td>7</td>
<td>Nur Rahmawati</td>
<td>Female</td>
<td>19</td>
<td>Flexi</td>
<td>INF 7</td>
</tr>
<tr>
<td>8</td>
<td>Triana</td>
<td>Female</td>
<td>19</td>
<td>Flexi</td>
<td>INF 8</td>
</tr>
</tbody>
</table>
2. Internal informants

The primary data of this research are stated by the internal informants of PT. TELKOM KANDATEL SOLO.

- The table of the internal informants of PT. TELKOM KANDATEL SOLO based on their knowledge in handling complaints.

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Department</th>
<th>Position</th>
<th>Coding</th>
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</thead>
<tbody>
<tr>
<td>1</td>
<td>Eko Rahmad Sujito</td>
<td>Male</td>
<td>General support</td>
<td>Public Relation</td>
<td>INF 11</td>
</tr>
<tr>
<td>2</td>
<td>Soeprijadi</td>
<td>Male</td>
<td>General Support</td>
<td>KANDATEL Secretary</td>
<td>INF 12</td>
</tr>
<tr>
<td>3</td>
<td>Siti Mutmainah</td>
<td>Female</td>
<td>General support</td>
<td>KANDATEL Staff</td>
<td>INF 13</td>
</tr>
</tbody>
</table>

III.5 Data Validation

The trial of data validation is done by using the triangulation. Triangulation is a powerful technique that facilitates validation of data through cross verification.
from more than two sources. In particular, it refers to the application and combination of several research methodologies in the study of the same phenomenon.

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

### III.6 Technique of Analysis

Technique of data analysis is using the interactive models of analysis. This research is using three components of data and conclusion drawing.

On the data analysis, 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 on the field. This data reduction is executed when the researcher 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 on the field. The data presentation helps the researcher to
understand the situation happens in the field and what kind of action should take.

c. Data verification

The researcher is starting to collect the data; this is the time when the researcher understands about the use of the research notes, such as: policies, patterns, quotes, stable configuration and prepositions. Then the researcher will draw the conclusion. The conclusion will be verified during the research.

The result of the interview will make the researcher easy to note the data and check the data; it is useful to make a conclusion during the data collecting processes.
CHAPTER IV
DATA ANALYSIS

Every big company in Indonesia especially communication company must give good service to their customer. As the big communication company in Solo, PT. TELKOM KANDATEL SOLO as a subsidiary of PT. TELKOM INDONESIA, Tbk must give good communication product to prevent many complaints from their customers.

Based on the interview result with ten resource person, the result of the data analysis shows how the Public Relations activities of PT. TELKOM KANDATEL SOLO handle complaints. This will be drawn in this chapter.

This research also has purposes to know the reactions of the complainers on the responses of PT. TELKOM KANDATEL SOLO to their complaints.

The data analysis is done by using triangulation in terms of data collection procedure. This research is using the unstructured depth interview where the data gained from the interview was analyzed by doing an interview crosscheck to the complainer as an informant.

Whenever there are some agreements about the effective Public Relations activities of PT. TELKOM KANDATEL SOLO from the informants selected, it means the company has the effective Public Relations activities.
1. Public Relations Activities of PT. TELKOM KANDATEL SOLO in handling complaints.

Public Relations division has many activities; one of them is handle complaints. As public Relations, Public Relation officer should response the complaints immediately. The response of the Public Relations officer in handling complaints can influence the company’s reputation. In the book of *Standar PR-Excelence* of PT. TELKOM, it is mentioned that PT TELKOM has many steps to solve the problems especially complaints, the steps are:

a. Public Relation officers collect the accurate data about the complaints. Public Relations officers contact the complainers to verify the complaint of the Telkom’s products and services. The purpose of that step is to check the validity of the complaint as there are many fake complaints.

b. After collect the accurate data, Public Relations officers check the system whether the phone number of the complainer is in trouble or not. If the number is really in trouble, Public Relations officers will report and negotiate it to the related division in order to have the right follow up and problem solving.

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c. The last step, Public Relations officers give a solution to the complainers. After knowing the error, public Relations officers will contact the customer to let him know whether the error is because of the customer or Telkom and give the solution. As a formal reply, Public Relations officers will send a letter of apology through the same newspaper or via email.

For more balanced information, this research added some information from the internal public. They are:

INF 12:

“We always check the complaints in newspapers everyday. If there is a complaint in a newspaper, we try to find the identity and the contact number of the complainer in order to contact him to verify the complaint of the Telkom’s products and services. In conclusion, the first step which we do is that confirming the complaint of the customer which is published through the newspaper. The purpose of that step is to check the validity of the complaint as there are many fake complaints.

INF 13:

“We always try our best to respond every single complaint from the customers upon the Telkom’s product. However, we sometimes
forgot to respond it all, one by one. When there is a complaint, the PR division of PT Telkom will contact the complainer then check our system whether the phone number of the complainer is in trouble or not. As a result, if the number is really in trouble, we will report it to the related division in order to have the right follow up and problem solving.”

INF 11:
Complaints through newspapers are sometimes inaccurate. There are so many complainers who complaint without noticing whether the problem is because of the customer’s error or the Telkom’s error. Therefore, we have to find out the accurate data to solve the problem easily by checking our system (Flexi, Speedy, and fixed wired phone) to find out the errors. After knowing the error, we will contact the customer to let him know whether the error is because of the customer or Telkom. As a formal reply, we will send a letter of apology through the same newspaper or via email.”

2. **The Reactions of the Complainers on the responses of PT. TELKOM KANDATEL SOLO to their complaints.**

Many reactions appear from the complainers when they know what the response of PT. TELKOM KANDATEL SOLO. Most of them are satisfied. Most of them think that PT TELKOM KANDATEL
SOLO can solve their complaint. This is support by informant INF 2.

INF 2:
“I am very satisfied with the services. One day after my complaint published in JogloSemar, PT. Telkom calls me to asking the problem. After that, they ask me to wait because they will check the system.”

INF 3:
“TELKOM gives any responses of my complaint even the complaint goes through newspapers. They call me and have me come to their office (Plaza Telkom).”

INF 6:
“Telkom follow up my complaint.”

INF 5:
“I am very satisfied with the responses of Telkom.”

INF 7:

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“Public Relations of Telkom give me solution by phone after my complaint published in newspaper”

It is clear that, most complainers are very satisfied with the response of their complaints. It is because the Public Relations officer of PT. TELKOM KANDATEL SOLO done their job optimally in handling complaints and respond the complaints quickly. The complainers felt that the Public Relations is very effective in handling complaints.
CHATER V
CONCLUSION AND SUGGESTION

V.1 CONCLUSION

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

1. **Public Relations Activities of PT. TELKOM KANDATEL SOLO in handling complaints.**

   Based on the analysis, the Public Relations of PT TELKOM KANDATEL SOLO has some activities in handling complaints as follows:
   a. Public Relations officers collect the accurate data about the complaints. Public Relations officers contact the complainers to verify the complaint of the Telkom’s products and services. The purpose of that step is to check the validity of the complaint as there are many fake complaints.
   b. After collect the accurate data, Public Relations officers check the system whether the phone number of the complainer is in trouble or not. If the number is really in trouble, Public Relations officers will report and negotiate it to the related division in order to have the right follow up and problem solving.
   c. The last step, Public Relations officers give a solution to the complainers. After knowing the error, public Relations officers will contact the customer to let him know whether the error is because of the customer or Telkom and give the solution. As a formal reply, Public
Relations officers will send a letter of apology through the same newspaper or via email.

2. **The Reactions of the Complainers on the responses of PT. TELKOM KANDATEL SOLO to their complaints.**

   Based on the result of interview, the reactions of the complainers on the responses of PT. TELKOM KANDATEL SOLO are satisfied with the respond. It showed that the Public Relations optimal in its performances or its job in handling complaints. And the complainers fell that the work of Public Relations is effective.

**V.2 SUGGESTION**

Based on the data analysis done earlier, the researcher would like to give some suggestion to develop the good image of PT. TELKOM KANDATEL SOLO:

1. PT. TELKOM KANDATEL SOLO is recommended to have more than one Public Relations officer in order to make their services more effective, especially in handling the complaints.

2. For Public Relations officer, improving the skill is necessary to make their work performance optimally.
3. Public Relations officer should hold a routine meeting with the others department to increase the quality product in order to decrease customer’s complaints.