

CHAPTER I

INTRODUCTION

1.1 Reason for Choosing the Title

In globalization era communication plays the key role both in companies and institutions. Without a good communication, a company or an institution will never be able to hold out and compete with others. In creating a good communication a company or an institution must maintain good relation to all of people related to it, they are internal public and external public. Internal public consists of employees, laborers, and shareholders while external public consists of customers, communities, press, and governments. If the company or institution has already created a good internal relation, it will be easier to create an external one.

Nowadays, a company or an institution has element that is used as a media of communication for creating mutual understanding between a company or an institution and its public, to achieve cooperation with public, to get confidence and help from public. This element is called Public Relations. It has several functions. For examples, it serves the public interest, it stresses in good morality and behavior, and it keeps a good relation to public. Public is one of elements who is really important for the company or institution because, public acceptance has a great deal of influence to

company or institution's existence and also its business to run smoothly. Here, public are people having an interest to the company or institution.

So, Public Relations does not only communicate the company or institution with its public directly, but also represents a good reputation of it. Without Public Relations, it would be difficult for the company or institution to gain a good image, favorable opinion, mutual understanding, support, trust, and goodwill. As Jefkinse in Rachmadi (1994: 19) states that "Public relations is a system of communication to create a goodwill". Thus, relating to reason above, the writer takes "Public Relations Activities at Transportation and Telecommunication Office of Central Java" as the title of this final project.

1.2 Statement of the Problem

The problem of this paper is: "What are the activities done by Public Relations at Transportation and Telecommunication Office of Central Java?"

1.3 Limitation of the Problem

The writer gives limitation of the problem in this study in order to **make** discussion easy to be understood. The problem of this study is limited to **the** implementation of internal and external Public Relations activities at **Transportation and Telecommunication Office of Central Java.**

1.4 Objective of the Study

This paper is made with the following objective:

To describe Public Relations activities at Transportation and Telecommunication Office of Central Java.

1.5 Significance of the Study

The significance of this study are:

1. For the writer

a. To get knowledge about Public Relations more details.

b. To know Public Relations activities at Transportation and Telecommunication Office of Central Java.

2. For the Institution

To give reference that might be useful in order to improve Public Relations activities.

3. For Dian Nuswantoro University

To give reference for other students who are interested in studying Public Relations.

1.6 Implementation of the Study

The study was held for one month (from January 30th to February 24th, 2006), while the activities the writer did during the study are:

NO	DATE	PLACE	ACTIVITIES
1	January 30 th - February 8 th , 2006	General Sub Division	<p>a. Introducing myself to all of the staff at General Sub Division.</p> <p>b. Having an interview with the staff there about its organizational structure and job description.</p> <p>c. Translating letters.</p>
2	February 9 th -17 th , 2006	Law and Public Relations Sub Division	<p>a. Introducing myself to all of the staff at Law and Public Relations Sub Division.</p> <p>b. Having an interview with Head of Law and Public Relations Sub Division about its history and Public Relations activities.</p> <p>c. Clipping news related to Transportation and Telecommunication in Central Java.</p>

				<p>d. Copying clipped news.</p> <p>e. Typing the recent news.</p> <p>f. Delivering copy of clipped Newspaper to each Sub Division.</p>
3	February 20 th -24 th , 2006	Personnel Division	Sub	<p>a. Introducing myself to all of the staff at Personnel Sub Division.</p> <p>b. Doing library research</p> <p>c. Collecting data about Public Relations there.</p>

L7 Method of Data Collection

To write this paper, the writer used several data and the methods used in collecting the data are as follows:

1. Observation

Hadi in Trismanto (2003: 44) states that "observation atau pengamatan, meliputi kegiatan memperhatikan terhadap sesuatu dengan menggunakan seluruh alat indra". (Observation, includes activity of paying attention about something by using all of senses).

By using this method, the writer observed directly Public Relations activities at Transportation and Telecommunication Office of Central Java.

2. Interview

Nasir (1988: 234) states that:

Wawancara adalah proses memperoleh keterangan untuk tujuan penelitian dengan cara tanya jawab sambil bertatap muka antara si penanya atau pewawancara dengan si penjawab atau responden dengan menggunakan alat yang dinamakan interview guide (panduan wawancara). (Interview is process of getting information to a research by interview between a questioner and an answerer or respondent by using medium called interview guide).

By using this method, the writer interviewed the employees of General Sub Division, and Law and Public Relations Sub Division to get information, especially about Public Relations activities there.

3. Library Research

Nasir in Wibowo (2004: 6) states that "study pustaka adalah metode pengumpulan data dengan menggunakan" buku-buku literature yang berhubungan dengan penelitian". (Library research is method of data collection by using literature books related to research).

To complete the data, the writer read some books related to Public Relations.

1.3 Paper Organization

The organization of this paper are:

Chapter I: Introduction, this chapter consists of reason for choosing the title, statement of the problem, limitation of the problem, objective of the study, significance of the study, implementation of the study, method of data collection, and paper organization.

Chapter II: Literature review, this chapter consists of definitions of public, relation, and Public Relations. Public in Public Relations, purposes and functions of Public Relations.

Chapter III: Public Relations activities at Transportation and Telecommunication Office of Central Java. This chapter consists of history of Transportation and Telecommunication Office of Central Java, organizational structure, job description, and Public Relations activities at Transportation and Telecommunication Office of Central Java.

Chapter IV: Conclusion and Suggestion.