PUBLIC RELATIONS ACTIVITIES AT TRANSPORTATION ANDTELECOMMUNICATION OFFICE OF CENTRAL JAVA

PAPER

Presented in partial fulfillment of the requeirements for the completion of Diploma III Program of the English Departement specialized In office management



by : Rumia Nurwatiningsih C21.2003.00435

FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2006

PUBLIC RELATIONS ACTIVITIES AT TRANSPORTATION AND TELECOMMUNICATION OFFICE OF CENTRAL JAVA

PAPER

Presented in partial fulfillment of the requirements for the completion of Diploma III Program of the English Department specialized in office management



by: Rumia Nurwatiningsih C21.2003.00435

FACULTY OF LANGUAGES AND LETTERS
DIAN NUSWANTORO UNIVERSITY
SEMARANG
2006

PAGE OF APPROVAL

This paper has been approved by Board of Examiners, Diploma III Study Program of English Languages, Faculty of Languages and Letters, Dian Nuswantoro University on July 19, 2006.

Board of Examiners

Chairperson

Dra. Sri Mulatsih

Member

Muhammad Rifqi, S.S

Adviser

Achmad Basari, S.S

Approved by:

S DLA Dean of Faculty of Languages and Letters

H. Mahmud, S.E, M.M

ACKNOWLEDGEMENT

At this happiest moment, I wish a prayer to God for His grace, blessing and guidance during the writing of this paper.

I would like to express deepest thanks to:

- 1. H. Mahmud, S.E, M.M. the Dean of Dian Nuswantoro University, who gave me permission to conduct this study.
- 2. Ardini Suryo Andriani, S.S., the paper coordinator of Diploma III Study Program of English Language, Faculty of Languages and Letters, Dian Nuswantoro University, who gave me permission to conduct this study.
- 3. Achmad Basari, S.S., my adviser, for his continuous and valuable guidance, advice and encouragement in completing this paper.
- 4. All lecturers at the English Department of Faculty of Languages and Letters of Dian Nuswantoro University, who have taught, motivated, and given guidance to the writer during the writing of this paper.
- 5. My family and friends, Ari Widyastuti, Darto Wahyono, Dewi Susanti, Eka Wijayanti, Eni, Merina Harika, and mbak Atik who supported me in praying and helping me during the writing of this paper.
- 6. All of staff at Transportation and Telecommunication Office of Central Java for giving me the opportunity and valuable help to conduct the field study at the government institution.

Finally, I do realize that due to my limited ability this paper must have shortcoming. For this I welcome any suggestions and criticisms.

Semarang, July 2006

Rumia

ABSTRACT

This paper entitled "Public Relations Activities at Transportation and Telecommunication Office of Central Java", is the result of field study conducted for 30th-February 24th, 2006) at Transportation month (January Telecommunication Office of Central Java. This study is aimed at describing Public Relations activities at Transportation and Telecommunication Office of Central Java.

The data of this study were collected by using interview, observation, and library research methods. The interview method was conducted to get information about Public Relations activities in the government institution. The observation method was aimed at understanding Public Relations activities. The library research was aimed at finding books related to Public Relations.

From the data analysis, it can be concluded that Public Relations activities at Transportation and Telecommunication Office of Central Java are:

- 1. Internal Public Relations activities
 - a. Gathering information related to Transportation and Telecommunication in Central Java
 - b. Celebrating Independence Day
 - c. Holding gymnastics
 - d. Following activities that should be followed by Public Relations at the office
 - e. Celebrating Idul Fitri
- 2. External Public Relations activities
 - a. Celebrating Idul Adha
 - b. Giving a contribution to community

TABLE OF CONTENTS

PAGE OF TITLE	i
PAGE OF APPROVAL	ii
ACKNOWLEDGEMENT	iii
ABSTRACT	V
TABLE OF CONTENTS	vi
LIST OF FIGURE	viii
LIST OF APPENDICES	ix
CHAPTER I INTRODUCTION	1
1.1 Reason for Choosing the Title	1
1.2 Statement of the Problem	2
1.3 Limitation of the Problem	2
1.4 Objective of the Study	3
1.5 Significance of the Study	3
1.6 Implementation of the Study	3
1.7 Method of Data Collection	5
1.8 Paper Organization	6
CHAPTER II LITERATURE REVIEW	8
2.1 Definition of Public	8
2.2 Definition of Relation	10
2 3 Definitions of Public Relations	10

2.4 Public in Public Relations	12
2.5 Purposes and Functions of Public Relations	13
PUBLIC RELATIONS ACTIVITIES AT TRANSPORTATION	
AND TELECOMMUNICATION OFFICE OF CENTRAL	
JAVA	15
3.1 History of Transportation and Telecommunication	
Office of Central Java	15
3.2 Organizational Structure	16
3.3 Job Description	21
3.4 Public Relations Activities at Transportation and	
Telecommunication Office of Central Java	22
CONCLUSION AND SUGGESTION	26
4.1 Conclusion.	26
	27
НҮ	28
	2
	2.5 Purposes and Functions of Public Relations PUBLIC RELATIONS ACTIVITIES AT TRANSPORTATION AND TELECOMMUNICATION OFFICE OF CENTRAL JAVA

LIST OF FIGURES

Figure 1. Organizational Structure of Transportation and Telecommunication	
Office of Central Java	17
Figure 2. Organizational Structure of Transportation and Telecommunication	
Office of Central Java Related to Public Relations	20

LIST OF APPENDICES

Appendix 1. Letter of Field Study	29
	30
	32