THE MEDIA RELATIONS OF SOLO GRAND MALL

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:

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MOTTO

I'm unique, I'm different, and I'm a limited edition because there is only one me in the middle of millions of person on earth
(The Writer)

Life is a roller coaster
(The Writer)

May Allah guide us all to the right path, May Allah lift us from zero to hero,
from nothing to something, from nobody to somebody.
(Inspired by The Writer's Twitter Time Line)
DEDICATION

I would like to dedicate this final project report for

- My Lord
- My beloved Mom and Dad
  - My soul mate
  - My university
- All my lovely friends
PREFACE

This report is written to fulfill the requirement in obtaining the English Diploma III Program Degree. The writer did the job training in the Public Relations Division of Solo Grand Mall.

The writer chooses this as a place for having job training because she wants to learn the practice of Public Relations itself, especially in the mall.

In this final project, the writer explains the media relations of Solo Grand Mall, the propose media relations plan for Public Relations of Solo Grand Mall and the activities of Public Relations Division in doing the job to create good image or positive reputation from the public.

The writer realizes that this report is far away from perfect. She appreciates and accepts any advices and critique. At least, she hopes that this report will be useful for those who are interested in Public Relations.

The Writer
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ABSTRACT

Mona Cellda Rista Hollandari, 2011. Media Relations of Solo Grand Mall.
English Diploma Program, Faculty of Letters and Fine Arts, UNS.

This final project report is written based on the job training done at Solo Grand Mall within a month from January until February in Public Relations Division. The writer did some jobs with the supervisor of Public Relations Division of Solo Grand Mall by helping the supervisor to finish her job like writing press release, attending events, etc and to gain the information reported in this report.

The objectives of this report are to evaluate the media relations of Solo Grand Mall based on the existing condition and to propose the media relations plan for Public Relations of Solo Grand Mall. The channels of media relations of Public Relations are many, but the Public Relations only makes Press Release and does a Media Visit, which actually becomes part of Marketing Communication's agenda.

The writer also makes media relations plans that include Press Event, Media Visit, One in One Personal, and Press Release. These plans are to improve the progress of Solo Grand Mall especially with the media in the future. The expectation is to effectively maintain the relationship between Solo Grand Mall and its media partners.

Hopefully, this final project report can be a reference for Public Relations Division of Solo Grand Mall to have official job descriptions, to apply the tools maximally and to have independent activities or agenda.
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THE MEDIA RELATIONS OF SOLO GRAND MALL

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ABSTRACT

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This final project report is written based on the job training done at Solo Grand Mall within a month from January until February in Public Relations Division. The writer did some jobs with the supervisor of Public Relations Division of Solo Grand Mall by helping the supervisor to finish her job like writing press release, attending events, etc and to gain the information reported in this report.

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CHAPTER I
INTRODUCTION

A. Background

The reputation and profitability of a company or an organization depends on its goals and policies. A Company or an organization needs Public Relations to achieve good reputation. Public Relations officers function as communicators and media connectors to maintain positive relationships with public. Public Relations officers determine the success of their companies through the strategy and the policy of their communications. According to Cutlip (1999: 4) in Effective Public Relations,

Public Relations is the distinctive management function which have established and maintained mutual line of communications, understanding, acceptance, and cooperation between an organization and its publics; involves the management of problems or issues, and uses the research and sound and ethical communications as its principal tool.

Because of this reason, a company or public organization should have Public Relation officers to arrange communication with its publics. In this process, Public Relations have two publics: internal and external public. The examples of internal public are General Manager (GM), stakeholders, supervisors, and staffs. While the examples of external public are society, public, media, government, etc.

Nowadays, the reason why some companies or organizations use Public Relations officers is to minimize the payment that is usually paid when they want to spread out their problems or issues. Public Relations officers play a critical role in achieving a competitive advantage in opening new markets, attracting
employees, giving more access to fund and investment, creating a high value for products and services, and protecting their business when crisis comes. They must understand the attitudes of their public’s interest to maintain good relationships, especially between company and the media. Company needs media relation to increase their product and service.

Media relation is the main activity in many Public Relations jobs. One of the participants of Media Relations remarked:

Successful media relation involves understanding the media, how they work and what their requirements are. Of course a harmonious relationship with the media does not mean that everything always go smoothly. Sometimes your objectives and those of your media friends will be in conflict and this is where your powers of diplomacy will be tested to the full. Competent journalist will be probing critically. (Ridgway, 1996: 3)

To understand this strong link between the media and Public Relations, the writer examined Ridgway's view on how it was started. According to Ridgway, in the continual effort to get free space in the media for their publics, Public Relations officers used every possible trick to take advantage of many media, such as newspaper, radio, or other media. Hence, this explains why media relations is considered to be the most important and visible of all public relations functions.

From this experts’ view, the writer sees that Public Relations officers have a challenging role as a middle person or a connector. According to Cutlip et al. (1999), Public Relations officer must be a mediator between their organization or company and the media to make their effort effective.

Based on the statement above, Public Relation officers should have exact role to keep their existence with media and companies. There would be a trouble
happen if Public Relations officer does not do their works well. So, Public Relations officers and media should have good relationship for company progress.

Solo Grand Mall is the biggest mall in Surakarta. It has a Public Relations Division which is joined with Marketing Communication Division to get public confidence and positive image. So, these two divisions work together, not only in selling and promoting their product, but also in having responsibility for making a favorable relationship with the media. Because of this uniqueness, the writer wants to inspect about media relations of Solo Grand Mall based on the job training that was done before in Public Relations Division in Solo Grand Mall. Thus, this final project is entitled “THE MEDIA RELATIONS OF SOLO GRAND MALL”

B. Objective

The objective of the report is:

1. To evaluate Media Relations of Solo Grand Mall
2. To propose Media Relations Plan for Public Relations of Solo Grand Mall

C. Benefits

This report is expected to be beneficial for:

1. The writer

The writer has got a lot of experiences about activities of Public Relations Officer in Solo Grand Mall, so this report can be used as an additional knowledge about the reality in work.
2. The Management of Solo Grand Mall

This report can be considered as a suggestion for a better coordination in management of Solo Grand Mall, so they can accomplish all the activities well.

2. The readers

Hopefully, it can be additional guideline and source of information in making final report about media relation.
CHAPTER II

LITERATURE REVIEW

A. Definition of Public Relations

There are some definitions of Public Relations according to the experts. According to Fraser P. Seitel, The Senior Vice President and Director of Public Affairs of the Chase Manhattan Bank,

"Public Relations is a distinctive management function which help establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to opinion; defines emphasizes responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change; serving as an early warning system to help anticipate trends and uses research and sound and ethical communications as its principal tools." (in Soemirat and Ardianto, 2007: 13)

The Editor of PR News, Deny Grisworld, in 1948 said that “Public Relations is the management functions which evaluates public attitudes, identifies the policies and procedures of an individual organization with the public interest and plans to execute a program action to earn public understanding and acceptance” (in Soemirat and Ardianto, 2007: 12).

For comparison, in book entitled Effective Public Relation 8th Editions, Cutlip, Center and Broom stated that “Public Relations is the management functions that establishes and maintains mutually beneficial relationship between an organization and the public’s on whom its issues or failure depends.” (Cutlip et.al., 1999: 6).

Based on the definitions above, we can summarize that Public Relations is some efforts to create good reputation or positive image of the company to the
public and maintain the communication between company and its publics.

**B. Functions of Public Relations**

According to Cutlip et.al. (1999), the functions of Public Relations are:

1. to support the management activities to reach the organization goal.
2. to build harmonize relationship between organization with public.
3. to identify the opinion, perception, and idea from the society to the organization.
4. to serve the public and to advice the organization chairman to the public importance.
5. to create two-way communication with spreading information from organization to the public’s and distributing public opinion to the organization.

Public Relations in its functions are about communication, supporting the management activities, getting trust to create good image, identifying opinion among publics, and making a good relationship between the organization and public. Public Relations officers must understand their functions in the company or organization to establish a better public understanding by providing and giving certain information and good service.

**C. Activities of Public Relations**

The aims of Public Relations officers are to increase and to develop good image and favorable relations for stakeholder. As a middle person, Public
Relations must understand the situations on their own management, so they can take a decision well. That is the reason why Public Relations has to make some strategies to reach their goals. According to Cutlip and Center, there are four activities done by Public Relations in management process, they are:

1. Fact Finding.
   This first step is to search and collect data or fact such as public needs and public conditions seen from many factors before taking an action.

2. Planning.
   This second step is about making plan based on the first step, making plan have to be done for facing the problems. This step is the answer of the question, “Based on what we have learned about the situation, what should we change, do, or say?”

3. Communicating.
   The third step is about implementing program after making solid plan, and then it is communicated well in the operational system.

4. Evaluations.
   The final step in the process is doing evaluations about the last event. Evaluation can be the foundation of the next event. (in Soemirat and Ardianto, 2007: 90)

   In short, each step of the process is important and continual. Public Relations officer has to be active and objective in handling the organization or company well.
D. Public Relations Tools in Media Relations

Public Relations officers have many tools to improve their activities in the company or organization. Diah Kristina (2010: 127) in *Bahasa Persuasif dalam Public Relations*, wrote that Public Relations tools are:

1. Press Event

   The aim of press event is to get announcement from media related with Public Relations activities. There are three kinds of press event, they are:
   a. Press conference. Public Relations officers conduct emergency meeting with less facility and whatever there is.
   b. Press Reception. The media get invitation for reporting Public Relations officers event in a certain place and this event is more structural than press event.
   c. Facility Visit. Public Relations officers organize this event to promote and to introduce new products from company by providing good service in all their activities.

2. Press Journey

   This activity is held by company in a certain place by inviting journalists. On that place the companies promote and introduce new products. The expectation is journalists have their own experience with the product and they can announce it on the news.

3. Media Visit

   The representatives of company, especially Public Relations, come to visit
the media. This kind of activity is needed to maintain press relation, to attend an event held by the company and new product launching, and even to try the new products and services, etc. So, news reporting is expected to be more positive and fair.

4. One to One (Personal Relations)

Public Relations officers need to improve their informal sector, such as having outbound with journalists, recreation, and so on. By doing that, the relationship between company and media will go smoothly.

5. According to David Silva’s, there are kinds of media relations. One of them is:

**Press Release**

A press release can serve a number of purposes. It is usually used to announce an event but can be used as a handout, can become a position paper, or can be used to educate the media about a topic. In any case, it is always important to have something in writing. Press releases are the first link with a media outlet will have with the event. Press release must answer what are known as the five “W's” (Who, What, When, Where, Why) The first paragraph should include the “five W's” -- who, what, where, when, and why. Don't forget, the first goal is to get them to come to the event. If the event have a high-profile person who will attract media, include his name in this first paragraph. The next paragraph is about the purpose of the event. The release should be clear, and to the point. Finally, include a summary description of the company. (Silva, 2009: 5)

Related to the statement above, the company should do the activities. It is because some companies need to create good reputation or positive image to maintain the relationship between company and the media. However, the
company is free to choose the activity.

E. Public Relations in Marketing

Some people think that Public Relations is similar with Marketing. In fact, they have different concept. According to Cutlip, Center, and Broom (1994:7) in *Effective Public Relation 8th Editions*, “Marketing is the management function that identifies human needs and wants, offers products and services to satisfy those demands, and causes transactions that deliver products and services in exchange for something of value to the provider.”

Actually, marketing process needs promotion to introduce and to promote the company’s product. Based on *Oxford Advanced Learner’s Dictionary* (1995:927), promotion is “advertising or other activity to increase the sale of something.” Promotion is needed to take attention and increase sale of product by persuading public. Therefore, Public Relations officer in planning marketing must focus on activities and media to increase and promote the product to publics.

Public Relations can be more effective in supporting Marketing process by having a good planned program. A good planned program can help to decide the target of program, so the goals of company can be reached. Public Relations in planning marketing have some targets, they are:

1. Helping the company to get its product’s name more famous.

2. Helping the company to introduce new product and some information about the product.

3. Increasing a life style product such as making commercial break or selling promotion more effectively by adding some information.
4. Maintaining positive image of products and service in the market.

5. Identifying target audience to be reached for products and services.

(Soemirat and Ardianto, 1999: 154).

F. Definitions of Media

The effective method of communicating with large publics is through media, such as newspaper, radio, television, and so on. Based on the dictionary, media is the main means of communications with large numbers of people, especially television, radio, and newspaper (Oxford Advanced Learner’s Dictionary, 1995: 727). To handle this part of the job, Cutlip et. al. stated that “Public Relations officers must understand the role of information, the various media and their mechanics, and the values of those who control access to them” (Cutlip et. al.,1999: 304).

In Effective Public Relation 8th Editions, Cutlip, Center, and Broom (1999: 304) stated that media is used to communicate externally. There are kinds of media for external public:

1. Newspapers

Newspaper is a kind of public information system. Reading the newspaper is a part of the citizen daily habits. There are many strength of newspapers. One of them is a person buys a newspaper as something that is wanted, not as something that is required.

2. Magazine

Magazines have more durable information than newspaper. Magazine
readers have expectations to read, reread and debate the information from
source in magazine topics. Readers choose magazines for special topics
such as health information, fashions, designing houses, business, and so
on. Public Relations officers use that to reach their publics.

3. Radio

Almost every major city has its own radio. People do not have to waste
time to read some magazines or newspapers. All they have to do is
listening. People may just hear about the news but it can be remembered
for longer time. Public Relations officers use radio as an effective way to
hold talk show with its publics.

4. Television

Television is one of communication phenomena in the 20th century. It has
great influence to people's life. All ages people spend about 7 hours a day
for watching television. That is the reason why Public Relations officers
prefer use television to other media in creating good image.

G. Working with the Media

Public Relations officer in a company should have good relations with
media itself. Public Relations officer should understand about the media, keep
steady press relations and know how to work with them. From Frank Jefkins'
views, press relation is to achieve maximum publication or broadcasting of PR
information in order to create knowledge and understanding (in Soemirat and
Ardianto, 2007: 122). Based on that, Public Relations officers have responsibility
in dealing with the media and maintaining good relationship. The relationship consists of mutual trust and opposite trust, because journalist and Public Relations officer have different business and communications goals. Based on Cutlip, Center and Broom in *Effective Public Relation 8th Editions*, there are three aspects of Public Relations in working with the media:

1. **The Person in the middle**

   Public Relations officer must have confidence, because it helps in mediating between their company and media more effectively. In fact, Public Relations officer and journalist have mutually dependent and beneficial relationship to establish and maintain good image.

2. **Guidelines for good media relations**

   The relationship between Public Relations and Journalist has impact on the quality of the company. The relationship can be achieved when Public Relations Officer follows a few basic rules:

   a. **Shoot squarely.** Public Relations Officers should have credibility and never lie with the media to gain good cooperation.

   b. **Give service.** Good cooperation will appear when Public Relations officers can provide the journalists with newsworthy and interesting information and pictures that they want.

   c. **Do not beg or carp.** If the information is not sufficiently newsworthy for the company, do not ask the journalist to send tear sheets. This is kind of homework for Public Relations officer to consider about that case and make clipping or monitoring of the media.
d. Do not ask for kills. Public Relations Officers have no right to ask the press to kill story. However, if the press report inaccurate or misleading story, ask for a correction.

e. Do not flood the media. Provide journalists by considering news they want, keep up date media mailing lists, and send only to one appropriate journalist.

3. Guidelines for working with press

Public Relations should offer guidelines for working with the press. There are so many suggestions, such as talking from viewpoint of the public's interest, making the news easy to read and use, not using some statements quoted from books or newspaper, stating from most important fact at the beginning, not losing control on argument, giving direct answer, and telling the truth, even if it hurts.

Based on the statement above, a free press is the main role in our free society, so Public Relations and press should have an investment in maintaining good media relations.
CHAPTER III

DISCUSSION

A. General Description of Solo Grand Mall

1. General Description

Solo Grand Mall is the biggest mall in Solo city, Central Java. On December 3rd, 2004 Solo Grand Mall came to be a pioneer mall in Solo. As a pioneer, Solo Grand Mall provides shopping facilities completely for the customers. Besides, Solo Grand Mall offers one stop shopping family, entertainment, and recreations concept such as boutique, billiard, cinema, accessories center, children playing area, book store, food court, ATM center, and so on. PT. Sarana Griya Prasada is the provider of Solo Grand Mall facilities. It provides all facilities completely in one mall that is Solo Grand Mall, so the customers do not need to move to another mall to reach the products they want.

Located on Jl. Slamet Riyadi No. 273, Solo Grand Mall has strategic and commercial area in the center of Solo city. In this area, many businesses are developed such as hotel, restaurant, bank, office, etc. Hence, Solo Grand Mall has a lot of chance to make cooperation with them to increase profit.

This biggest mall was built on the area of more or less 11,000 m², which consists of 8 floors, including the parking area of 25,063 m², and the total area of the building is 63,972 m². Food court area, which is 4800 m², is the most favorite place in Solo Grand Mall. Approximately 1,500 people each day visit that floor.

The eight floors of this mall consist of:
a. Basement

It consists of supermarket, Hypermart, which is a big tenant in Solo Grand Mall, and parking area.

b. Ground

This floor consists of big tenants such as Matahari Department Store and Bread Talk. There is also an atrium, a place to hold some events or exhibitions.

c. First Floor

There are some accessories, saloon, shoes and bag shops, and fashion shops like Citra Accessories, X8, Famous, Jhonny Andrean, etc.

d. Second Floor

It consists of book store like Kharisma Book Store, other fashions shop and is almost the same as the previous floor.

e. Third Floor

This floor consists of four areas; food court area, cellular center area, billiard area, and playing area for children. Food court area provides many kinds of food and beverage. Cellular center area provides a lot of things about cellphone and its accessories. While, billiard center and playing area for children are provide on that floor.

f. Fourth and Fifth Floors

The fourth floor is separated into three areas; entertainment area like cinema and video games, IT center that provides all about computer, laptop, and technology items, and parking area.
While, the fourth floor A for management office of Solo Grand Mall and fifth floor is the biggest parking area in Solo Grand Mall.

*The Most Favorite Mall in Java Island* is one of the achievements got by Solo Grand Mall in 2009 and 2010. As a pioneer, Solo Grand Mall not only provides shopping place but also becomes a cultural public space. Many events and exhibitions are held in Solo Grand Mall, such as gamelan concert, batik fashion show, Javanese song competitions, etc. That is the reason why Solo Grand Mall becomes an icon, mostly in Central Java, because it has close relationship with Indonesian culture especially Solo culture.

2. Vision of Solo Grand Mall

The vision of Solo Grand Mall is being a company that can fulfill the costumer's need by providing best quality products and services, and having great influences to the environment around Solo Grand Mall.

3. Mission of Solo Grand Mall

There are two missions of Solo Grand Mall, they are:

a. Creating mutual relationship among the owner, employees, costumers, and suppliers as partners.

b. Becoming innovative by managing best human resources and satisfying the costumers through its highest quality products and services.

4. Motto of Solo Grand Mall

Solo Grand Mall has commercial area in the center of Solo city. So, it has a motto to increase the productivity and to support the working, the motto is “*Melayani dengan hati*” (*Full-heart services*). It also has a tagline, “*Ayo ke...*” (Commit to user).
“Let’s go to mall...Solo Grand Mall.” The expectation is that customers or publics choose to visit Solo Grand Mall as their only destination for shopping.

5. Structure of Organization

Solo Grand Mall is led by General Manager who officially supervises several divisions. For example Public Relations Division, Human Resources and Development Division, Finance Division, Building Service Division, and Marcom Division.

Every Division comprises several sub-divisions such as, Tenant Relations Officer, Administrations, General Affairs etc.

Actually, Public Relations has its own division, but in fact Public Relations Division as a follower of Marcom Division. Public Relations division has only one member. So, Public Relations makes cooperation with Marcom Division.

B. Activities during Job Training and Result

The writer did the job training started on January 3rd, 2011 and ended on February 1st, 2011. During the job training in Public Relations Division of Solo Grand Mall, the writer's working hours in Public Relations Division were Monday to Friday at 08.30- 17.00 and Saturday at 08.30- 15.00. The writer’s ability in Public Relations that had been obtained in university was developed and practiced in Public Relations Division of Solo Grand Mall. The writer was guided
by the Public Relations itself, when the writer carried out job training and did several activities.

The activities of the writer were:

1. Clipping news about Solo Grand Mall

   Everyday, the writer was asked to collect news about Solo Grand Mall and also the news about the competitors such as Solo Paragon, Palur Plasa Mall, PGS, from daily newspapers. During one month, the writer found several events and complained to Solo Grand Mall in some local newspapers. The writer helped the Public Relations officer to keep the articles in clipping file. If we found some problems about Solo Grand Mall, the Public Relations officer would give the clipping to the General Manager, after that they would discuss the problem and give the solution quickly to the reader by answering their complaint through newspaper.

2. Distributing the letters to the other divisions

   There are many kinds of letters addressed to Solo Grand Mall, for examples, letters of sponsorship proposal, students from university who want to apply job training and letters from the other companies to other divisions. The writer must take a note in a book, write the sender and the subject. After that, the letters had to be distributed to the related division.

3. Being a telephone operator in the office of Solo Grand Mall
It is an internal communication inside of the management. When receiving the telephone, the writer had to transfer the calls to the related person. If there is no person responding, the writer had to take a note and after that give the note to the Public Relations officer, so she could handle the problem.

4. Attending the events of Solo Grand Mall

There are several events held during the writer did the job training in Solo Grand Mall. They are: “Pameran Perayaan Imlek dan Barongsai 2011” on January 27th until February 2nd, 2011, “SAS FM Singing Competitions” on January 16th-17th,2011, “Pioneer Exhibitions” on January 20th,2011, etc. Here, Public Relations officer handled communication between the management and the media who want to publish and report the events.

5. Visiting some media partners of Solo Grand Mall

A great way to promote Solo Grand Mall's products and services is by having good relationship with the media as its partner. This is the function of Public Relations officer in creating and making a good communication between the management and the partner. There are some media partners visited by the writer, Public Relations officer, and Marketing officer, such as: Ria FM, Sas FM, Metta FM, Solo Pos, Jitu, and Jawa Pos Radar Solo.

After the writer did the job training in Public Relations Devision, she got many experiences especially in Public Relations job. The writer learned
how to make clipping, talk with the media, file documents and work with team management of Solo Grand Mall.

C. Discussion

1. Public Relations Division of Solo Grand Mall

Communication is a part of Public Relations officers' job in maintaining good image with their public. They can be a mediator between their company and public to make the company's effort effective. As a middle person, Public Relations officer has to be able to communicate well in direct and indirect communication, so the public can give their opinion about the management itself. Nowadays, Solo Grand Mall is developed and it has some competitors, so that Public Relations officers of Solo Grand Mall must work twice harder to improve their work by delivering the new information about the new issues or policies to the mass media as Solo Grand Mall's partners. Besides, Public Relations has responsibility to improve image of the company, to maintain good relations with its publics and to manage the credibility of the company. Solo Grand Mall should have reliable reputation because it is an important thing for the company's existence. The company must give good services and provide good products to increase the reliability.

Based on the explanation on the previous chapter, there are some activities of Public Relations, they are Fact Finding: to search and collect data or fact before taking an action, Planning: making a plan based on the first step, for facing the problems, Communication for implementing program after making solid plan, and
then it is communicated well in the operational system, and Evaluation about the last event for foundation of the next event.

But unfortunately, those kinds of activities do not run well. Based on the existing condition of Public Relations of Solo Grand Mall, from the four activities, only Fact finding was done by the Public Relations officer. The factor is that the Public Relations officers have no clear job descriptions, because they are busy in doing other tasks from Marketing Communication Division, such as helping to make new business and marketing plan of the company and building internal relations especially with new tenants. So, the Public Relations officers are only as followers of Marketing Division, to do clipping for every news about Solo Grand Mall and its competitors, to make press release and to talk with journalists as their activities without doing Planning, Fact Finding, Communication and Evaluation, because everything is handled by Marketing Communication Division.

2. Existing Media Relations of Public Relations of Solo Grand Mall

As the responsibility in maintaining good relationship, Public Relations Division of Solo Grand Mall gives good service to build beneficial cooperation with the media. There are many Public Relations tools such as Press Event, Press Journey, Media Visit, One to One (Personal Relations), and Press Release. All of them can be used to improve the company's progress. Nevertheless, Public Relations officers do not have official job description. Public Relations of Solo Grand Mall just makes Press Releases for every events held by Solo Grand Mall without considering the news values of them. Actually, Public Relations also
makes a media visit, but it becomes part of Marketing Communication's agenda.

3. Media Relations Plan for Solo Grand Mall

As a pioneer, many events and exhibitions are held in Solo Grand Mall, such as gamelan concert, batik fashion show, Javanese song competitions, etc, but sometimes the Public Relations officer lost coordination with the media partners in announcing some events. There is no evaluation in Public Relation Division because there is no partner in the same division. Public Relations also quite often sends Press Release to some media partners.

Based on that, the writer can conclude that the Public Relations officer does not do her functions well. Therefore, a communication plan plays an important role to place the Public Relations as the central gateway for certain information from company and the media. So, the writer makes a media relations plan for Solo Grand Mall.

a. Target Publics:

The Media

b. Events and Execution Time line

1. Program : Press Event. Solo Grand Mall Anniversary Celebration

   Venue : Solo Grand Mall

   Date : December, 3rd 2011

   Targets : All Media Partners (electronic and printed)

   a. Facility Visit

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Solo Grand Mall is holding special “Anniversary Celebration”. It should cover the entire Mall area. Journalists attending the celebration will be able to view the product, feel the service by enjoying some foods in the food court, and may listen to live local music. The invitations will be packed based on the Solo Grand Mall Anniversary themes. To make the publics aware, the program is promoted through several media such as local newspapers, local radio stations and may be some business such us hotel, restaurant, etc. Hopefully, the media above is able to co-sponsor the event.

This kind of program can be one of the campaigns to promote Solo Grand Mall itself. This program will be held in several floors in Solo Grand Mall as venues. It will start from 10.00 am until lunch time. Solo Grand Mall can use the media partners such as local newspaper or radio. This program is built to create and to maintain good relationship with the media and Solo Grand Mall will provide anything needed by the media.

b. Press Reception

The aim of press reception is to get announcement from media especially media that often publish news or articles about Solo Grand Mall. This is a kind of informal meeting, for example, launching of new Website, Facebook, and Twitter of Solo Grand Mall. This program is exactly good for Solo Grand Mall
anniversary's series of events to support the promotion of Solo Grand Mall anniversary.

To make it more eye-catching and attractive, Solo Grand Mall should prepare a special decoration as theme of anniversary and social network which will be launched as well as serve and welcome the journalists in lunch time during the show. This program is held to maintain good cooperation between the company and media. Public Relations Division of Solo Grand Mall builds external communication with media, such as El-Shadday FM, Metta FM, Ria FM, etc for electronic media partners and Solopos, Jitu, Suara Merdeka, Radar Solo, Joglosemar, etc for printed media partners.

The reason why the writer plans this certain program by using Press Event is to make the annual anniversary a special event for Solo Grand Mall. This event can be an interesting news if it is added by website launching such as Facebook and Twitter of Solo Grand Mall, like the explanation above. This Press Event will be very advantageous for Solo Grand Mall and the media.

2. Program : Media Visit. “BREAD TALK INSPECTIONS”

Venue : Media partner company

Date : Un-scheduled

Targets : Media partners
This program means that the company comes to the media office. The aims are to get positive news about a launch of new products or services and maintain the relationship of Solo Grand Mall with the media partners. The example is the management has cooperation with Bread Talk as one of the big tenants; Bread Talk and management staffs distribute the new taste of bread to the media partners, such as newspapers by bringing the bread and giving it to try. This program can start at 9a.m until 10.30a.m because it is a good time to get snack before taking lunch. Automatically, this kind of thing will be covered by the media. So, they can maintain the relationship between the company, Bread Talk, and the media to create good reputation or positive image and good publication.

This program is made to promote the existence of Bread Talk and its new products. Automatically, it gives good image for Solo Grand Mall as the provider. However, it still has weakness. There is another competitor that will take some profit because Bread Talk does not only exist in Solo Grand Mall.

Media Visit. “Re-structure of Management”. This program is also applicable in case of management re-structure. The program is done the same as Bread Talk Inspections, by visiting media partners.
3. Program : One to One (Personal Relations)

Venue : Cafe and restaurant or some recreation areas

Date : Un-scheduled

Targets : Media – staffs of Solo Grand Mall, especially Public Relations officer

Public Relations officers need to improve their informal sector. This program means that the company invites media to an informal meeting, such as having outbound with journalists, having recreation, doing hospitality by getting lunch or dinner with key persons from the media partners, and so on. By doing that, the relationship between company and media will go more smoothly. This program is made to develop networking, not only for the company's profit, but also for personal advantage or friendship.

4. Program : Press Release

Targets : Media partners

Actually, this program has been done by Public Relations officer of Solo Grand Mall, but seen from the impact, the program was done un-effectively because, for every event that will be conducted, Public Relations officer always sends release to the media. It is better for Public Relations officer to make press release just for events that are big in scale or unique. By doing that, Public
Relations of Solo Grand Mall can improve the quality of the press release and spread it more effectively.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Solo Grand Mall is the biggest mall and come to be a pioneer in Solo city. It has Public Relations playing role in handling media relations. Public Relations has many tools to improve the relationship with the media partners, such as Press Event, Press Journey, Media Visit, One to One (Personal Relations), and Press Release. However, Public Relations only makes Press Release and Media Visit. Press Release itself is made for every event held in Solo Grand Mall. While, Media Visit actually belongs to Marketing Communication agenda. So, Public Relations is only as a follower of Marketing Communication Division.

To make Public Relations of Solo Grand Mall independent, the writer makes Media Relations Plan, including Press Event, Media Visit, One to One Personal and Press Release. The first is Press Event. This plan is used to make all the big in scale and unique events in Solo Grand Mall published or exposed by the media partners. The second is Media Visit. This plan is used to expand media partners and to get good coverage by visiting the media. The third is One to one personal. The focus on this program is inviting key persons from each media partner. It is intended to improve the relation personally. The last is Press Release. The release that the writer suggests is different from the previous Press Release made by Public Relations of Solo Grand Mall. This Press Release is created more effectively and valuably by making release for big in scale and
unique events only.

B. Suggestion

There are several suggestions from the writer to:

1. Public Relations Division of Solo Grand Mall
   a. Actually, Public Relations activities done by the writer are not appropriate with job descriptions of Public Relations itself. So, the writer hopes that Public Relations of Solo Grand Mall has official job description, does not only do those two programs (Press Release and Media Visit), uses the tools of Public Relations maximally, and has its own independent activity or agenda.

2. The management of Solo Grand Mall
   The management should work hard to give the understanding to the publics or the customers and the stakeholder about the policy and media relations made by Solo Grand Mall. The management may use the writer's Media Relations plan. So, it can be done better hopefully.

3. The Students of English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.
   In doing job training activity, the students of English Diploma Program should be ready and confident. They are required to compete with other students from other universities. To achieve the objective of job training activity, they should prepare the materials by applying what they have learned from the university and developing the materials to meet what the institution where they have the job training activity asks.

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