The Socialization of the P3L Program in PT. PLN (PERSERO) APJ Surakarta

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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FACULTY OF LETTERS AND FINE ARTS
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APPROVAL OF SUPERVISOR

Approval to be examined before the Board of Examiners,

English Diploma Program, Faculty of Letters and Fine Arts,

Sebelas Maret University

Final Project Title : The Socialization of the P3L Program in PT. PLN (PERSERO) APJ Surakarta

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ii
APPROVAL OF THE BOARD OF EXAMINERS

Accepted and Approval by the Board of Examiners

English Diploma Program, Faculty of Letters and Fine Arts,
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Report Title : The Socialization of the P3L Program in PT. PLN
(PERSERO) APJ Surakarta

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MOTTO

I am thinking, for that, I am here...

When you want something, all the universe conspires in helping you to achieve it
DEDICATION

I would like to dedicate this final project report for
My beloved Mom, Aryani Retnowati

commit to user
PREFACE

The writer would like to say thank to Allah SWT, who always blesses and guide her. The writer also extends her greatest thank to everyone who always helped her in accomplishing this final project.

In this final project report, the writer explores the review of P3L (Partisipasi Pemberdayaan dan Pemeliharaan Lingkungan) program of PT. PLN (PERSERO) APJ Surakarta. The final project report also contains information about the result of the research, covering the problems emerged and the solutions provided.

The writer realizes that this final project report still have some drawbacks. Any suggestion, criticism and corrections are expected to make it better. Hopefully, the final project report is useful for the readers.

The Writer
ACKNOWLEDGEMENT

Alhamdulillahhirobbil’alamin. All praise for Allah SWT the Almighty. I would like to say my deepest thanks to:

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6. Soeharmanto, SE, as the Public, Relations officer of PT PLN (Persero) APJ Surakarta. I am grateful to you for accepting me to have the job training.
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8. My beloved Mom, thank you for everything. I am proud to be your daughter.
9. My big family, mbah uti, mbah kakung, nte dwi, nte ulan, ntebul, nte endang, om didik, om haris, om bais and om david.
10. My younger sister, Rima and my little nephew, Altania (you are so cute!)
11. Mr. Simple, Suryo Dwi Nugroho, thank you for your help and spirit. I am nothing without you.
12. All my friends in English Diploma Program of 2009 year. I will remember our togetherness.
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15. All staffs in English Diploma, mbak Heny, mbak Devi, mbak Susy, thanks for sharing and advise.

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ABSTRACT


This final project report is written based on job training on PT. PLN (PERSERO) APJ Surakarta. The aims of this paper are to describe the socialization ways done by the company dealing with the P3L program and to know whether the socialization is effective or not.

The data were obtained from observation, interview and literature study. The observation was done to know the existing condition of the program. The interview was done to both internal and external informants and aimed at getting important information dealing with the case. Literature study was focused to synthesize relevant references and documents.

The results from the analysis show that socialization was done in two ways. First, the company told its branches about the P3L program and then it was their job to disseminate the information to the society. Second, the public relations division visited some areas during special occasion such as establishment of electricity facilities. On that event, the division told briefly about the information of P3L. Those two ways of socialization are considered not effective as many people still do not have any idea what the program is. Some other people know about the program only from friends or relatives. The suggestion may be given to the company in terms of use of mass media which have strong influence to larger society. Another suggestion for the company is having special visit to the community members to socialize the P3L program.
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THE SOCIALIZATION OF THE P3L PROGRAM IN PT. PLN (PERSERO) APJ SURAKARTA

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ABSTRACT

2012. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

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CHAPTER I
INTRODUCTION

A. Background

P3L, which stands for Partisipasi Pemberdayaan dan Pemeliharaan Lingkungan, is one of the social programs held by PT. PLN Indonesia aiming to give assistance in terms of material and immaterial things to certain areas which still remain left behind in the aspect of prosperity and development. The program of P3L, as well as partnership, is designed as a part of Corporate Social Responsibilities programs which Public Relations division conducts regularly under the auspices of its annual working program.

PT. PLN APJ Surakarta, one of the branches of PT. PLN Indonesia, has been conducting the program in accordance with the policy and regulation of its central authority. The company provides helps as the information and submission provider for the areas under the authority of PT. PLN (PERSERO) APJ Surakarta. Proposals from the society are initially collected and then directed to the provincial headquarter for the following real selection.

In terms of bureaucracy, people do not really mind and seem to accept the workflow of the program though it takes a long time. They understand, for sure, that free thing does not come that easy so they are willing to wait even for a very long time to be approved by the authority.

Meanwhile, according to the questionnaires given to a sample of population, it is found that the information of P3L is not widely disseminated yet. It is generally agreed that it is totally ironical: a social program which should be
widely known by the large society, in fact, is only known by certain groups of people. Result of the questionnaires reveals that the socialization of the program is still relatively poor. Many questions may come up to our minds knowing such a poor socialization done by the company commonly known as the government-owned institution having monopoly upon electricity in Indonesia.

From what is discussed above, it is known that the poor socialization plays a very important role on the very limited information that people gather dealing with P3L. However, the company probably has its own policy and reasonable factor to deal with the case that the larger society do not understand. For that reason, the writer discusses about the case by employing the title of the study into “The socialization of the P3L program in PT. PLN (PERSERO) APJ Surakarta”.

B. Research Questions
1. How does of socialization of the P3L program go?
2. How effective is the socialization of the P3L program?

C. Objectives
The objectives of the final project are:
1. To explain the way of socialization of the program.
2. To explore whether the socialization of the program is effective or not.

D. Benefit
1. The writer expects that, through this paper, PT. PLN can be aware of its weaknesses in conducting the programs especially P3L program. In the
future, the company should pay more attention to the socialization as the main problem of each program conducted by the company is all about low quality of socialization.

2. The writer expects that, by making this paper, she herself can improve her ideas dealing with the problem existing in the research and also give contribution in term of suggestion she gives to the company.
CHAPTER II
LITERATURE REVIEW

A. Public Relations

1. Definition of Public Relations

Public relation is a term which is closely related to organization or company and society. The term commonly means how an organization or company communicate and make a good relationship with the society. Barbara Kowalski says that Public Relation is communication between an organization and its various stakeholders—both internal and external. (in Cohen, 2011)

From Kowalski’s understanding, it can be said that Public relation is not only all about having good relationship with society (external stakeholders), but also the people within the organization itself (internal stakeholders).

In recent time, public relation becomes something important in business world as the paradigm of business has turned to customer oriented. Any company having good relationship with its customer (society) will take the lead in the business competition. In other case, public relation is used to shape a great image dealing with company interest. In this way, the company can expand comfortably the business with the image that it makes. This is aligned with Salomon Lee,

Public Relations is about managing and shaping public perception about your company, product, service, brand, and individual. Public Relation has evolved to also encompass
engaging in one-to-one and one-to-many conversations that further shape the public perception. In some cases, it can turn doubters into evangelists for your company, brand or personal. (in Cohen, 2011)

2. Publics of Public Relations

As Kowalski said above, Public Relations in an organization or institution consists of two parties: internal and external society. The internal society includes people who work in the institution or people who are affiliated to the institution such as employees or workers. Meanwhile, the external society would be people who live around the institution and also people who have a significant influence to the institution such as surrounding society, customers, and mass media.

B. CSR (Corporate Social Responsibility)

1. Definition of CSR

Corporate Social Responsibility literally means responsibility that a company, corporate, or an institution bears dealing with the social life of its surrounding society. The CSR is meant to care about the social and environmental problem existing in its surrounding society. Within high profit that a company gets, there comes a responsibility that follows.

Meanwhile, according to Wood, Corporate social Responsibility is a form of corporate self-regulation integrated into a business model. CSR policy functions as a built-in, self-regulating mechanism whereby a business monitors and ensures its active compliance with the spirit of the law, ethical standards, and international norms. The goal of CSR is to embrace responsibility for the company's
actions and encourage a positive impact through its activities on the environment, consumers, employees, communities, stakeholders and all other members of the public sphere who may also be considered as stakeholders. (Wood, 1991: 16)

In accordance with Wood, social responsibilities can be determined as a business commitment, ethic, or norm which a company consistently applies as the company can run and develop due to its stakeholders. In short, CSR is simply how a company gives feedback to its stakeholders in term of anything related to social activities.

Besides, implementing CSR can improve the spirit of togetherness among different communities. Business communities and large society live aside with such a harmonic life. In the end, if CSR is done properly, there comes a better socio-economic life that gives contribution to future prosperity of those communities.

2. CSR as a part of Public Relation

Corporate Social Responsibility (CSR) is recently getting popular, as we have discussed above, since business has turned to customer-oriented paradigm. This means how to get closer to the society and to create a good image of the company. By doing the CSR program, the public perception will be shaped that the company cares about the society. The image of the company gets better and the name of the company rises as well.

Meanwhile, creating image is an essential thing of Public Relation. Doing CSR means a company has done a part of Public Relation activities. The CSR is like the social program of the Public Relation and creates a social
face of the company. Realizing the importance of CSR dealing with Public Relation, Clarence C Walton writes,

In short, the new concept of social responsibility recognizes the intimacy of the relationships between the corporation and society and realizes that such relationships must be kept in mind by top managers as the corporation and the related groups pursue their respective goals. (Walton, 1967: 18)

It is generally agreed the relationships between companies and society must be kept tightly in order to achieve the purposes of each party. By doing so, it is believed that company goals or purposes can be pursued more easily since the greatest stakeholder of a company is public, in this case: society.

C. P3L (Partisipasi Pemberdayaan dan Pemeliharaan Lingkungan)

P3L is a official program held by PT. PLN in purpose of giving helps to the society in aspect of environment, social, and education. The program has been in the track for approximately ten years since the central authority set up the official decision of the program. During the implementation of the program, there are both positive and negative impressions from the society. Bureaucracy still remains the classical problem like other governmental programs. However, the program is still beneficial for those who do not have any sufficient fund to develop their environment.

The program is divided into three phases of process: submission phase, selection phase, and execution phase. In the submission phase, the society or the participants submit their proposals to the local company, PLN APJ in their areas. In this phase, the local company is responsible only as the submission center. The
next phase, the selection, includes process of selecting appropriate participants who fulfill all requirement of the regulation of the company. It takes place in the provincial authority of PLN, which means all proposals are sent to the provincial headquarters of PLN. The last phase, the execution, is the phase where all processes ends. The most representative participants will receive assistance or aids dealing with what they propose for.

D. Definition of Socialization

Socialization is closely related to the way information of a program or event is distributed, spread and delivered. It covers many aspects of the society such as politic, social life, trade, advertising, and so on. In Korsch’s essay, the term socialization has specific meaning:

The term socialization in Korsch’s essay refers to the active, conscious activity of constructing a socialist society and thus refers to a process of socialist socialization which can be distinguished from that process of socialization in bourgeois society that has become an increasingly central concern of social scientist who discuss role behavior political socialization and socialization by the family, peer group, school, mass media, etc. (Karl, 1975: 60-81)

Until present day, kind of socialization which is completely done by the company include socialization through mass media especially radio. In a local radio, the company has its own regular program and uses it as its means of socialization. Besides, on the spot visit is another kind of socialization. The PR Division sometimes visits some places or area together with other divisions for certain agenda. The visit is usually an intensification or announcement of
electricity facilities for rural areas. On that occasion, the division tells the society about the P3L program.

What the company does dealing with the socialization of P3L program is relatively aligned with what Korsch said in his book above. The company applies the common socialization way: socialization through mass media, radio. However, the effectiveness of the socialization of P3L program is not defined from the technique. In fact, the socialization of P3L program is still far from being effective: still many people do not know about P3L program.
CHAPTER III

METHODOLOGY

A. Types of Research

This research is a descriptive qualitative research. According to Johnny Saldana’s book entitled *Fundamentals of Qualitative Research* (2011: 1), Quantitative research is “an umbrella term for a wide variety of approaches to and methods for the study of natural social life.”

Meanwhile, 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 behaviour.”

A key reason for doing qualitative research is to investigate and become more experienced with a particular phenomenon of the researcher's interest in order to deliver a detailed description. And the two most common types of descriptive research tools are surveys and observation. During the survey and observation, the writer also conducted some interviews to some people subject to the case.

B. Techniques of Collecting Data

1. Interview

According to Joseph A.Devito (2003: 226) interview is a “particular form of communication in which you interact largely through a question and answer format to achieve a variety of specific goals.”

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The Interview involved three informants responsible upon the assistance from the P3L program in their areas. The interview was done by asking some questions regarding the lack of quality of socialization of the program.

2. Observation
Observation was done as an activity to collect data by observing directly the object observed. This observation was done in four places or areas of which people accept the assistance from the program.

3. Literature Study
Literature study was conducted by searching the written sources relevant to the discussion of the problem. The library study, also often called literature review, comes to find the relevant theories upon the case from the experts. The theories then become the basis for the data analysis.

C. Types of Data

1. Primary data
Primary data are the data gained directly from the informants and automatically meant to be the main data from which the essence of the research comes. The primary data in this research are obtained through observation, survey, and also interviews.

2. Secondary data
Secondary data are the data gained from the library study or literature study which support the essence of the research and become the theoretical basis dealing with the case being discussed. The secondary data become the basic
knowledge from which the writer develops the ideas and result of the observation.

D. Source of Data

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

1. External informants

The data were obtained by conducting interviews with several external informants. The external informants were divided into two: public society selected randomly based on their areas and members of society who took advantages of the P3L program. The first group was selected randomly to know whether P3L program is known by society or not. The second group was selected from the database given by PT. PLN (PERSERO) APJ Surakarta. The data from the external informants were used to measure the effectiveness of socialization of the P3L Program.

Table 3.1

The external informants (public) who do not accept the assistance from P3L Program

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Occupation</th>
<th>Address</th>
<th>Data Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Warti</td>
<td>Female</td>
<td>Entrepreneur</td>
<td>Jebres, Kentingan, Surakarta</td>
<td>Ext Inf 1</td>
</tr>
<tr>
<td>2</td>
<td>Novika</td>
<td>Female</td>
<td>Employee</td>
<td>Jebres, Kentingan, Surakarta</td>
<td>Ext Inf 2</td>
</tr>
<tr>
<td>3</td>
<td>Wiaskani</td>
<td>Male</td>
<td>Head of neighborhood</td>
<td>Kampung Sewu, Surakarta</td>
<td>Ext Inf 3</td>
</tr>
<tr>
<td>4</td>
<td>Sabar Iswoko</td>
<td>Male</td>
<td>Head of neighborhood</td>
<td>Jagalan, Surakarta</td>
<td>Ext Inf 4</td>
</tr>
<tr>
<td>No.</td>
<td>Name</td>
<td>Gender</td>
<td>Occupation</td>
<td>Location</td>
<td>Extension Inf.</td>
</tr>
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<td>--------</td>
<td>-----------------</td>
<td>--------------------</td>
<td>----------------</td>
</tr>
<tr>
<td>5</td>
<td>Nanik Sunarni</td>
<td>Female</td>
<td>Entrepreneur</td>
<td>Laweyan, Surakarta</td>
<td>Ext Inf 5</td>
</tr>
<tr>
<td>6</td>
<td>Subarno</td>
<td>Male</td>
<td>Teacher</td>
<td>Sukoharjo</td>
<td>Ext Inf 6</td>
</tr>
<tr>
<td>7</td>
<td>Kardjo Rustanto</td>
<td>Male</td>
<td>Retired</td>
<td>Sukoharjo</td>
<td>Ext Inf 7</td>
</tr>
<tr>
<td>8</td>
<td>Fyda</td>
<td>Female</td>
<td>University Student</td>
<td>Nusukan, Surakarta</td>
<td>Ext Inf 8</td>
</tr>
<tr>
<td>9</td>
<td>Nurul</td>
<td>Female</td>
<td>University Student</td>
<td>Colomadu, Surakarta</td>
<td>Ext Inf 9</td>
</tr>
<tr>
<td>10</td>
<td>Suharto</td>
<td>Male</td>
<td>Teacher</td>
<td>Jl. Mendung, Kentingan, Surakarta</td>
<td>Ext Inf 10</td>
</tr>
<tr>
<td>11</td>
<td>Yadi</td>
<td>Male</td>
<td>Head of neighborhood</td>
<td>Jl. Mendung Kentingan, Surakarta</td>
<td>Ext Inf 11</td>
</tr>
<tr>
<td>12</td>
<td>Fitri</td>
<td>Female</td>
<td>Entrepreneur</td>
<td>Joyotakan, Surakarta</td>
<td>Ext Inf 12</td>
</tr>
<tr>
<td>13</td>
<td>Tatik</td>
<td>Female</td>
<td>Housewife</td>
<td>Joyotakan, Surakarta</td>
<td>Ext Inf 13</td>
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<tr>
<td>14</td>
<td>Ratno</td>
<td>Male</td>
<td>Employee</td>
<td>Njajar, Kartasura</td>
<td>Ext Inf 14</td>
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<td>15</td>
<td>Ratno</td>
<td>Male</td>
<td>Head of neighborhood</td>
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<td>Ext Inf 15</td>
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<tr>
<td>16</td>
<td>Rini</td>
<td>Female</td>
<td>Housewife</td>
<td>Panggungrejo, Jebres, Surakarta</td>
<td>Ext Inf 16</td>
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<tr>
<td>17</td>
<td>Salman</td>
<td>Male</td>
<td>Public Clerk</td>
<td>Panggungrejo, Jebres, Surakarta</td>
<td>Ext Inf 17</td>
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<tr>
<td>18</td>
<td>Apbi</td>
<td>Male</td>
<td>University Student</td>
<td>Manahan, Surakarta</td>
<td>Ext Inf 18</td>
</tr>
<tr>
<td>19</td>
<td>Widodo</td>
<td>Male</td>
<td>Head of neighborhood</td>
<td>Laweyan, Surakarta</td>
<td>Ext Inf 19</td>
</tr>
<tr>
<td>20</td>
<td>Wahyudi</td>
<td>Male</td>
<td>Employee</td>
<td>Kerten, Surakarta</td>
<td>Ext Inf 20</td>
</tr>
</tbody>
</table>
Table 3.2
The external informants who accept the assistance from P3L Program

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Occupation</th>
<th>Kind of Assistance</th>
<th>Address</th>
<th>Data Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Sulardi</td>
<td>Male</td>
<td>Head of neighborhood</td>
<td>Poskamling (Public facility)</td>
<td>Rt 03/ Rw 14 Jantirejo, Sondakan</td>
<td>Ext Inf 1</td>
</tr>
<tr>
<td>2</td>
<td>Dedy</td>
<td>Male</td>
<td>Mosque committee</td>
<td>Balai Desa (Public Facility)</td>
<td>Jantirejo, Sondakan</td>
<td>Ext Inf 2</td>
</tr>
<tr>
<td>3</td>
<td>Eni</td>
<td>Female</td>
<td>Teacher</td>
<td>SD Joglo (Education Facility)</td>
<td>Surakarta</td>
<td>Ext Inf 3</td>
</tr>
</tbody>
</table>

2. Internal informants
The data were also obtained from the internal informants which are from the company itself. In other words, the internal informants are the staffs of PT. PLN (PERSERO) APJ Surakarta who deal with the execution of the P3L Program. These informants were selected according to their knowledge and experience about the program. The data from these informants were used to explore anything about P3L Program in PT. PLN (PERSERO) APJ Surakarta.
Table 3.3
The internal informants of the interview related to P3L Program

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Department</th>
<th>Position</th>
<th>Data Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Soeharmanto, SE</td>
<td>Male</td>
<td>PT PLN (PERSERO) APJ Surakarta</td>
<td>Analyst of Humas, Kemitraan &amp; Bina Lingkungan</td>
<td>Int Inf 1</td>
</tr>
<tr>
<td>2</td>
<td>Hj. Wahyuningtyas AP, S.Kom</td>
<td>Female</td>
<td>PT PLN (PERSERO) APJ Surakarta</td>
<td>Account Executive</td>
<td>Int Inf 2</td>
</tr>
</tbody>
</table>

E. Technique of Analysis

After the data were completely collected from the observation and the interviews, data analysis was the next step that has to be done. The data analysis consisted of three parts: Data reduction, data display, and conclusion drawing.

1. Data reduction

In this phase of data analysis, the data were selected and systematically made as simple as possible. To deal with the case, the writer tries to focus only on the objective of the research and also things around it supporting the objective being achieved. The useless data were not included in the main chart. The unused data can be used for other purposes if they are needed.

2. Data display

In the second part of the data analysis, the data were displayed through certain supportive media such as charts, graphs, or tables. The data display aims to provide readable data which are easy to understand and simple to develop. In the research, the writer mostly uses tables as the data display due to its simplicity and effectiveness in providing data.
3. Conclusion drawing

The last part of data analysis is conclusion drawing. This part refers to making objective conclusions based on the analysis from beginning until the end. It seems like an end of a journey: every trip or journey will end up in a goal. The goal is, in this case, similar to the conclusion drawing as it is where all things are going to.
CHAPTER IV
DATA ANALYSIS

A. P3L Activities in PLN

In creating positive image of the company, PT PLN (PERSERO) APJ Surakarta give its best effort to empower its Public Relations division through CSR (Corporate Social Responsibilities) programs. The empowerment of its CSR is also to relieve the negative image which is due to social issue in the society about the bad service of the government owned company.

One of the CSR programs which are held for the past years is P3L, standing for Partisipasi Pemberdayaan dan Pemeliharan Lingkungan. The program is an annual program which is held under the authority of Public Relations division and supported by the policy of the Central Authority of PT PLN Indonesia.

The program of P3L actually has several objectives. The objectives, based on the guidance from the company, are:
- To create positive image of PT PLN (PERSERO) in general and PT PLN (PERSERO) APJ Surakarta in particular.
- To be one of the tools to socialize the electric energy saving in the areas accepting the assistance of the program.
- To be one of the tools to build mutualism relationship for the company in keeping the company assets in the society
The target of P3L program is rural areas which need helps in developing and optimizing their social and environmental aspects such as place for worship, sanitacy, education facilities, and public facilities. The company has its own criteria dealing with the P3L program participants. According to Soeharmanto, the Public Relation Staff of the company, the criteria of the program participants are:

- The area is poor in terms of infrastructure.
- The people of the area are economically disadvantaged.
- The area has the network with PT PLN.

Here are some brief information about P3L from the internal source of PT PLN (PERSERO) APJ Surakarta:

Int Inf 1 :
“Program P3L merupakan program partisipasi PT PLN untuk masyarakat dalam hal penyediaan bantuan untuk pengembangan aspek lingkungan, kesehatan, pendidikan, dan sosial. Program ini diadakan dua kali dalam setahun dalam bentuk bantuan dana. Dana atau budget telah ditentukan oleh pihak yang berwenang, yaitu PLN Pusat. Jumlah dana yang disediakan pun berubah-ubah tiap tahunnya tergantung pada kondisi ekonomi Negara kita.”

Int Inf 2 :
“Selain Pinjaman Lunak serta Kemitraan, P3L adalah bentuk kepedulian PT PLN terhadap masyarakat yang juga merupakan implementasi CSR (Corporate Social Responsibility). Dalam pelaksanaannya, program ini mengutamakan pemberian bantuan kepada pihak yang dinilai pantas dalam hal urgensi dan kegunaan. Selain itu, bantuan yang kami berikan...”

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bukan hanya dana atau uang, tetapi bisa juga bahan bangunan ataupun material untuk pembangunan suatu tempat.”

From the statements above, it can be said that P3L is one of social programs of PT PLN Persero which is intended to surrounding society in term of fund or material things to develop environment, education, sanitation, and social aspects. The program is a regular program and is held twice a year based on the economic condition and decision from the central authority of PT PLN.

Here are some assistances and data of P3L program in the period of 2011-2012:

**Table 4.1**

Realization of budget of P3L Program PT PLN (PERSERO) APL Surakarta

<table>
<thead>
<tr>
<th>Period January – June 2011</th>
</tr>
</thead>
</table>

<table>
<thead>
<tr>
<th>No</th>
<th>Kinds of Assistance</th>
<th>Estimated budget</th>
<th>Realization</th>
</tr>
</thead>
<tbody>
<tr>
<td>I</td>
<td>EDUCATION AND REHEARSING</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>II</td>
<td>EDUCATION FACILITIES</td>
<td>13,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. TK NUR AINI Kadipiro, Jl. Kol. Sugiyono Kadipiro</td>
<td>3,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. SD Negeri JOGLO Surakarta</td>
<td>3,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3. SD/SMP/SMA Takmirul Islam Tegalsari Surakarta</td>
<td>7,000,000</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>PUBLIC FACILITIES</td>
<td>5,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Gutter renovation at RT 02/RW 23 Wonorejo Kr.Anyar</td>
<td>5,000,000</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>SOCIETY HEALTH</td>
<td>6,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Posyandu LANSIA, BALITA, and Medical Treatment in Purwosari Sala Subdistrict</td>
<td>6,000,000</td>
<td></td>
</tr>
<tr>
<td>V</td>
<td>RELIGIOUS FACILITIES</td>
<td>16,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Masjid Miftakhul Janah, Karangwuni Polokarto Kab.Sukoharjo</td>
<td>4,000,000</td>
<td></td>
</tr>
<tr>
<td>No</td>
<td>Kind of Assistance</td>
<td>Estimate</td>
<td>Realization</td>
</tr>
<tr>
<td>----</td>
<td>--------------------</td>
<td>----------</td>
<td>-------------</td>
</tr>
<tr>
<td>I</td>
<td>EDUCATION AND REHEARSING</td>
<td>0</td>
<td>0</td>
</tr>
<tr>
<td>II</td>
<td>EDUCATION FACILITIES</td>
<td>6,500,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. SMP N 1 Kartasura, Sukoharjo</td>
<td>2,500,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. TK dan SD LAZUARDI KARMILA, Monumen Banjarsari Surakarta</td>
<td>4,000,000</td>
<td></td>
</tr>
<tr>
<td>III</td>
<td>PUBLIC FACILITIES</td>
<td>13,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Renovation of Village Hall, Sondakan</td>
<td>7,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Reforestation in Taman Balekambang cooperation with UNIBA Surakarta</td>
<td>6,000,000</td>
<td></td>
</tr>
<tr>
<td>IV</td>
<td>SOCIETY HEALTH</td>
<td>12,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>1. Supplying foodstuffs at POSYANDU Balita Menur, Jebres, Surakarta</td>
<td>2,000,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2. Suppling water for dryness area in Wonogiri</td>
<td>5,000,000</td>
<td></td>
</tr>
</tbody>
</table>

**Table 4.2**

Realization of budget of P3L Program PT PLN (PERSERO) APL Surakarta

Period January – June 2011

2. Masjid Attawabin, Ngabeyan Kartasuro 5,000,000
3. Mushola Desa Guli Gemantar Sumberlawang 1,500,000
4. Masjid AL HIKMAH, Madegondo, Grogol, Sukoharjo 2,000,000
5. Masjid Arofah, Kaligese Karakan, Weru, Sukoharjo Surakarta 1,000,000
6. Masjid AL BAROKAH, Panggungrejo, Jebres, Surakarta 2,500,000

TOTAL 40,000,000 40,000,000
3. Supplying water for dryness area in Sukoharjo  5.000.000

<table>
<thead>
<tr>
<th>V</th>
<th>RELIGIOUS FACILITIES</th>
<th>18.500.000</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Gereja Jemaat Yesus Kristus Indonesia, Wonorejo Kr.Anyar</td>
<td>4.000.000</td>
</tr>
<tr>
<td>2</td>
<td>Pondok Pesantren Muttaqien Sondakan, Laweyan Surakarta</td>
<td>4.000.000</td>
</tr>
<tr>
<td>3</td>
<td>TPA Arrohmah and TPQ Al Hikmah Sukoharjo</td>
<td>5.000.000</td>
</tr>
<tr>
<td>4</td>
<td>Masjid Al Hidayah, Ngadisono Kadipiro Surakarta</td>
<td>3.000.000</td>
</tr>
<tr>
<td>5</td>
<td>Masjid Al Anshor, Jagalan Kampung Sewu SKA</td>
<td>2.500.000</td>
</tr>
<tr>
<td>TOTAL</td>
<td>50.000.000</td>
<td>50.000.000</td>
</tr>
</tbody>
</table>

B. Perception of the Society upon the P3L

1. Do People Know about P3L Program?

The question above may come up to our minds once we hear the term “P3L program”. For some people, it may remain such a strange term they never hear in their daily life. For some people else, it may be a familiar term as they have ever heard or knew.

In the research, the writer did several interviews to twenty people selected randomly from different areas which are considered to represent the society. The interview was to find out whether public people know about the program or not.

Here is the result of the interview:

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Table 4.3
Public awareness of P3L program

<table>
<thead>
<tr>
<th></th>
<th>Number of people</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Those who know P3L program</td>
<td>2</td>
<td>10%</td>
</tr>
<tr>
<td>Those who don’t know P3L program</td>
<td>18</td>
<td>90%</td>
</tr>
</tbody>
</table>

Ext Inf 7
“Saya tidak tahu kalau PLN menyediakan bantuan untuk masyarakat sekitar. Itu hal yang bagus, tetapi kok informasinya kurang ya? Saya saja baru tahu.”

Ext Inf 1
“Saya tidak tahu sama sekali apa itu P3L. Apa PLN benar-benar punya program seperti itu? Rasa-rasanya kurang familiar. Saya juga yakin tetangga saya belum tahu sama sekali tentang program tersebut.”

Ext Inf 17
“Dulu saya pernah mendengar program tersebut dari teman saya yang tinggal di daerah terkena bantuan dari P3L. Itu saja yang saya tahu.”

From the table above and information from the informants, it can be said that many people have not known about the P3L program yet. From twenty people, only two people know about the program. The rest, 90% percent of the informants, have no idea about it. Such a great percentage clearly shows that there
is something wrong about the socialization of the P3L program. It is clear that socialization of the program is not effectively done by the company as many people still have no idea about the program.

In addition, some statements from informants confirm that they are not sure that the company holds such program. They wonder the existence of the program as they have never heard it at all. Here it can be concluded that the company still needs to do their best efforts to deal with the socialization of the program. It is a significant problem for the company because the lack of socialization will cause more negative image of the company.

2. How People Know about P3L

In the previous part of discussion, it is known that most Solonese do not know that PT PLN has a program called P3L. The idea of the program is also still not familiar to them. The procedure and time of P3L is evenmore far unknown. Lack of socialization may be the main reason why that happens.

In this part, the members of society who accepted the advantages of the P3L program will give their opinion and information regarding the program. Here are some statements from the informants:

Ext Inf 1:

“Saya tahu P3L dari seorang teman yang bekerja di PLN. Beliau mengatakan PLN memberikan bantuan berupa uang cash atau material untuk pembangunan sarana prasarana umum. Setelah saya rapatkan bersama warga kampung, kami sepakat mengajukan
Considering the statements from the informants, it can be said that formal form of socialization is not yet done by the company. It can be seen from how they know about the program. All of them know about the program from their friends or relatives. Questions may come up to our minds: what does the company do dealing with the socialization of the program?

The question may have relative answers. The company has its own answer. They think that they have done their best effort dealing with the socialization and publication. But in fact, many people still know nothing about the program.
3. Duration of the Process and the Problem Faced by the People Proposing the Aid.

In the process of selection, there will be several criteria that must be met. The decision of approval is also influenced by the urgency of the case being proposed. The most prioritized area is the one which really needs aids or we can say it is still left behind in the development of prosperity. This can be inferred from the statements below:

Ext Inf 1:
“Saya mengajukan proposal 2x, pada tahun 2010 sempat ditolak karena banyaknya saingan dan terlambat mengetahui tentang program P3L. Kemudian pada tahun 2011 mengajukan lagi pada bulan Agustus lalu di acc bulan September. Pengajuananya tidak terlalu rumit, hanya saja informasi yang saya dapat tidak rinci, kalau tidak ada teman dari PLN tidak mungkin tahu P3L.”

Ext Inf 2:

Ext Inf 3:
“Mengajukan pengajuan tahun 2011 dan menunggu disetujui selama tiga bulan. Kendalanya, info yang di dapat tidak rinci, hanya dari
From those three statements above, it can be said that the society face some problems dealing with the program. The first is the poor information of the program itself. The limited information makes them confused and they do not know what to do. Most of them know about the program only from unofficial sources. The second is the process and the length of the selection. The selection process takes a long time so that participants feel like losing their chance to get the assistance. During the selection process, the company does not notify them whether they managed to get further selection or not.

4. Opinion about the P3L

The opinion about P3L may vary according to individuals. Some say it is a good program with low complexity of bureaucracy. Some say it is a helpful and advantageous program for rural areas. Here are some opinion about the program:

Ext Inf 1:

“Program ini belum maksimal, dana nya masih kurang. Saya mengajukan lebih dari 5 juta. Dan hanya mendapat 2.5 juta untuk masing-masing bangunan”

Ext Inf 2:

“Programnya cukup membantu, walaupun masih kurang. Tetapi informasi dan sosialisasinya kurang meluas atau merata.”
Ext Inf 3:

“Bantuannya sangat bermanfaat, respon terhadap PLN jadi baik. Tetapi, informasi dan sosialisasinya kurang efektif.”

The three informants above seem to agree that generally the program is good and advantageous for the society. However, they are relatively disappointed with the way the company holds the program, from the poor and limited information until the bureaucracy. It is like a two different sides which actually becomes the controversy of the program itself.

From the previous discussion, it is known that PT. PLN (PERSERO) APJ Surakarta has a problem in terms of socialization of the P3L Program. Since P3L is held, most of the people accepting the aids did not get clear information and proper direction about the program. This causes people to act like no one is addressed when they search for something. The information they got is only from friends or relatives and also mouth to mouth issues among the society. The Public Relations officer of the company should have the ability to take the best way to promote this program. From the observation above, it can be said that the public relations of PLN did not yet give their best effort optimally dealing with the P3L Program.

In order to have balanced information, the researcher tried to collect information from the internal public. The researcher tried to see how far Public Relations of PLN takes part in the sosialialization process of the program. This research added some information:
Int Inf 1:
“Dalam melakukan sosialisasi PR memberitahu secara garis besar ke 11 PLN UPJ di bawah naungan PLN APJ SKA terkait adanya program P3L. Memang tidak langsung terjun ke semua daerah, tapi memberitahu disaat tinjauan PLN ke daerah yang bermasalah dengan listrik atau disaat berbarengan dengan suatu kunjungan. Mungkin hal itu terjadi karena keterbatasan personil pihak PR dari PLN sehingga tidak memungkinkan sosialisasi secara rinci ke setiap daerah.”

In clear words, the Public Relation officers of the company also feel that there is something less about the implementation of the program. They realize that the socialization is still not good and far from being effective. The reasons of the case are the limited personnel and budget that the division has. Those two things really resists the work of the division to go effectively.

C. Summary of Data Analysis

P3L program, a part of CSR implementation of PT PLN (PERSERO) APJ Surakarta, is an ironical thing. On one side, the program is very helpful to society. But on the other side, the problem of socialization and the bureaucracy becomes one significant effect for the image of the company.

The fact that there are many people who still do not know about the program is somehow ironical. The result of the research shows the empiric evidence of the statement. The social program should be widely communicated and enjoyed by everyone, not only some groups of people. Many informants wonder how they could know nothing about the program held by a big
government owned company like PT PLN. This problem is a real homework for the company to solve.

Meanwhile, the bureaucracy is another problem which should be overcome by the company. The duration of the process becomes such matter for the society. There is not any clear and legal regulation about the bureaucracy understood by the society. They seem like waiting for the door prize, nothing to lose although they really need the aids. There should be information of the process so that people can understand. This can cause negative effect as well for the company in term of bureaucracy if there is not any explanation about the process and the procedure of the program.

The company has its own answer to the problem such as the limited budget, limited staffs, and efficiency of time. They think it is impossible to tell everyone about the program as the budget for socialization is limited. Such socialization needs more money. Besides, the budget of the program differs each year. That is why the bureaucracy takes long time as it has to undergo tough and difficult process to find the most worthy one to be given the aids.

However, there must be solution over the problems existing in the program of P3L. It is alright that the company has its own reason and answer, but it will be wiser to find the most ideal and proper way to solve the problem. It is important to do since it is influential to the image of the company itself. If it is not solved as soon as possible, it is very possible that image of the company will get worse and the basic purpose of the P3L itself is only words.

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CHAPTER V

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the data analysis presented in the previous chapters, the conclusions that can be drawn are:

1. The Way of Socialization of P3L Program.

   The company employs way of socialization which is as efficient as they think. It is due to the limitation of the personnel and the budget they have dealing with the execution of the P3L program.

   There are two ways of socialization that the public relations division does dealing with the case:

   a. The division socializes the information to the eleven branches under the authority of PLN API Surakarta. The distribution of the information then becomes the responsibility of each branch.

   b. The division has visited certain areas in some occasions such as establishment of PLN facilities and intensification of PLN policy. During the visit, the information about the P3L program is also briefly told to the society.

   The division does not totally go into the society giving information about the program. For the company, the most important thing is that the aids are distributed to the society.

2. The Effectiveness of the Socialization.

   The socialization is still far from being effective. The statement is supported by the facts that the program is still unfamiliar to many people.
They do not have any idea about what is called P3L. It seems like the socialization of the program never reaches their ears at all.

Besides, those who take advantages of the program mostly know from their friends, relatives, and colleagues, not from the company. It shows that the socialization is relatively poor in quality. Many complain about the socialization of the program a part from the bureaucracy.

**A. Suggestion**

The suggestions that the writer proposes to Public Relations Division of PT PLN (PERSERO) API Surakarta are:

1. The Public Relation Division should be more active in socializing the program of P3L despite the limited condition it faces. It should be effective, not efficient to the company. One thing that should be done is that the use of mass media such as radio and newspaper. Such media have strong influence to society so that the socialization can be more effective rather than giving responsibility to the branches to deal with the socialization in their areas.

2. The public relation division should have counter efforts upon the negative perception that may appear in the case of the socialization of P3L program. The division should go down to the society directly to have approach and socialization. Considering limited personnel and the budget, the division should have selection to decide which areas to visit. The areas must be the ones which are left behind in prosperity and necessary to be given the aids. The visit is special for socialization of P3L programs, no other purposes. In that way, the socialization may be more effective.