THE EFFECTIVENESS AND SOCIETY’S PERCEPTION ABOUT PREPAID PROGRAM IN SOLO RAYA DONE BY PT.PLN (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

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MOTTO

I have no special talents. I am only passionately curious
- Albert Einstein -

The future depends on what we do in the present
- Mahatma Gandhi -

Life without dreaming is a life without meaning

Do not be afraid of change. You may miss something good, but you might gain something better
- nurul komariyah -
DEDICATION

This Final Project is exclusively dedicated to:

♥ My beloved Mom and Dad
♥ My brothers and sister
♥ All of My Friends
PREFACE

First, the writer would like to say thanks to Allah SWT for the blessing and guidance given to me. The writer would like to say thanks to parents who always support her. And also, the writer would like to say thanks to her friends, her supervisors, her dearest and all of the people who support and encourage her in writing this final project entitled “THE EFFECTIVENESS AND SOCIETY’S PERCEPTION ABOUT PREPAID PROGRAM IN SOLO RAYA DONE BY PT.PLN (APJ) SURAKARTA.”

The main reason that attracts the writer’s mind to write this final project report is to know the effectiveness of the socialization of prepaid program. The activities are done by the writer during the job training in PT PLN APJ Surakarta. The writer also describes the perception from society about prepaid program.

The writer hopes his final project report can be a useful reference for the readers and gives them more information about the prepaid program.
AKNOWLEDGEMENT

Bismillahirahmannirrahim

Alhamdulillahi robbil’alamin, first the writer would like to say thank you to Allah SWT for always blessing and guiding her. Thanks for giving her strength and guidance to finish this final project report. You are the only truth and truly God.

Moreover, to write to finish this final project is not an easy job. The writer can not do anything without hands from either the individuals or institution. Therefore, the writer want to say her highest appreciation and thanks to:

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6. My Family especially my parents, thanks for everything given to me, I always proud of you. I love you so much more than anything.

7. All of my best friends that I can not mention one by one. Thanks for the best years that I we had been through. And thanks for encourage me.
ABSTRACT


English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University. To know the effectiveness of the socialization of prepaid program and to describe the perception from society about prepaid program.

The writer uses descriptive qualitative research. Data taken by having the observation in PT PLN APJ Surakarta and from the society. Then doing interview with public relation officer and society who live in Soloraya. After collecting all of data from the observation and interview, the next step is analyzing the data, they are selecting and focusing, displaying the data, and drawing conclusion.

Prepaid program is new product launched by PT PLN APJ Surakarta since November 2009. The program was socialized by public relations of PT PLN APJ Surakarta until now. They use media such as brochures, banners and billboards, radio, newspaper, television, and social gathering. The target of the prepaid program are household, family who are late in paying electricity service bill, people who want to install new electricity power and other society.

From 15 informants, 11 informants did not understand about prepaid program and only 4 informants use it. It shows that the socialization done by PT PLN APJ Surakarta is not successful yet. Most of the respondents said that they prefer using post paid to prepaid because postpaid is easier than prepaid system. The writer suggests that public relations of PT PLN APJ Surakarta should socialize through social gathering and by word of mouth because it is the most effective media to explain to society clearly in order to be able to understand about prepaid program well.
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CHAPTER I

INTRODUCTION

A. Background

Perusahaan Listrik Negara (PLN) or State Electric Company is one of State-owned enterprises providing electricity to society. As a company which runs in public services, PT. PLN should be able to provide excellent service to realize its vision. The vision of PT. PLN APJ Surakarta is “Recognized as a world class of Electrical Services Unit. That means is friendly and open technology-based Information.”

According to Solopos, PLN APJ Surakarta is ready to launch a product with a prepaid electricity meter system for its customers in the region of Soloraya in the end of 2009. Mon, 19/10/2009

In order to improve its service quality, PT PLN launched new product which is prepaid program in the end of 2009. The program will be socialized in Soloraya. They are Surakarta City, Wonogiri Regency, Karanganyar Regency, Sukoharjo Regency, and Sragen.

Prepaid has the function to make the customers feel comfort and easy to pay electricity service bill. Some of societies have used the facility. However, at the same time, many people do not know and use it. The program which was conducted by the Public Relations Officer of P. T PLN Persero APJ Surakarta for 2010 until 2011 did not show the significant result. The numbers of the target
PLN PrePaid are 800,000 so that the State Electricity Enterprise of Distributing in Surakarta just could influence the target as many as 57,685 persons who use the PLN Prepaid. The socialization just could reach 7.2% from the total of the sector of the target.

As public relations that have to socialize prepaid program, the writer is interested to know the effectiveness of socialization of prepaid program done by PT PLN APJ Surakarta in Soloraya societies and their perception about the program.

A. Objectives

The objectives of the final project are:

1. To know the effectiveness of the socialization of prepaid program.

2. To describe the perception from society about prepaid program.

B. Benefits

The writer hopes this report will be advantageous for:

1. The Readers

This report can give the readers more information and reference about prepaid program and its socialization in PT PLN APJ Surakarta.
2. The institution PT. PLN (Persero) APJ Surakarta

The report can be use by Public Relations division of PT. PLN (Persero) APJSurakarta to know perception of society about prepaid program.

C. Methodology

a. Types of Analysis

Based on the objectives of the final project report, the writer is using descriptive qualitative research. Qualitative research seeks to provide understanding of human experience, perceptions, motivations, intentions, and behaviors based on description and observation and utilizing a naturalistic interpretative approach to a subject and its contextual setting (Encyclopedia.com 2009).

The purpose from this method is to identify and provide evidence to support the fact of the research, that the writer has constructed validity.

b. Techniques of Collecting Data

1. Observation

Observation was done during the job training by observing the situation there to collect the required data and informants. This observation was done in Public relations Division of PT PLN APJ Surakarta, Jl. Slamet Riyadi No.468 Surakarta.
2. Interview

Interview is a technique of collecting data in which the writer asks some question to an informant in a certain time (Kristina et.al, 2010:45). The interviews involved an informant who works in PT PLN APJ SURAKARTA and societies in SoloRaya by asking some questions regarding prepaid program. The list of the questions is enclosed in the appendices.

c. Source of Data

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

1. Internal informants

The primary data in this study is information obtained from the question asked by the informants. The data sources in research are Mr. Soeharmanto, SH he is the only one public relations officer in PT PLN APJ Surakarta. The writer using gender, departement, and position of internal informant in order to complete the data more clearly in analyzing. The table of the internal informants of PT PLN APJ Surakarta is enclosed in appendices.

2. External informants

The data were obtained from external publics through selecting people who live in Soloraya. External informants’ statement can support the data because it has function to strengthen the observation of prepaid program in public relations division in PT PLN APJ Surakarta.
The writer need the name, gender, occupation, and sub district of external informant in order to complete the data more clearly in analyzing. The table of the internal informants of PT PLN APJ Surakarta is enclosed in appendices.

d. Technique of Analysis

After collecting all of data from the observation and interview, the next step is analyzing the data collection before writing the research report.

Miles and Huberman state that the major phases of data analysis: data reduction, data display, and conclusion drawing/verification (1994, p.10)

1. Data reduction

The first step of analyzing the data is selecting and focusing on the data.

Data reduction refers to the process of selecting, focusing, simplifying, abstracting, and transforming the data that appear in written up field notes or transcriptions (Miles and Huberman:1994)

2. Data display

The second step of analyzing the data is displaying the data. A display can be an extended piece of text or a diagram, chart, or matrix that provides a new way of arranging and thinking about the more textually embedded data.

Data analysis helps the writer understand the situation happens in the company and what kind of action should be done.
3. Conclusion drawing and verification

This activity is the third element of the data analysis. During the collection of data, there should not be made any definitive conclusions, and these preliminary conclusions should be verified during the process (Miles and Huberman: 1994)

Conclusion drawing involves stepping back to consider what the analyzed data mean and to assess their implications for the questions. Verification, integrally, linked to conclusion drawing, entails revisiting the data as many times as necessary to crosscheck or verifies their emergent conclusion.
CHAPTER II

LITERATURE REVIEW

A. Public Relation

1. Definition of Public Relations

Everyone seems to have a superficial idea about what public relations is and does. However, to holistically understand it, we can start by examining some definitions. A study undertaken by Harlow (1976) describes public relations is concerned with establishing and maintaining mutual understanding (and goodwill) between organizations and particular groups of people (publics).

According to institute of public relations from the book of BAHASA PERSUASIF DALAM PUBLIC RELATIONS by Diah Kristina, Public relations is about reputation- the result of what you do, what you say, and what others say about you. Public relations practice is the discipline, which looks after reputation- with the aim of understanding and support, and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between organization and its public.

Cutlip, Center & Brown in DASAR-DASAR PUBLIC RELATIONS by Soleh Soemirat and Elvinaro Ardianto said Public Relations is the distinctive management function which help establish and mutual lines of communications, understanding, acceptance and cooperation between on organization and its public (Cutlip, center & Brown, 2000:4)
Glenn and Denny Griswold, quoted by Oemi Abdurrachman in his book *Dasar-dasar Public Relations*, “Public Relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or organization with the public interest, and executes a program of action to earn public understanding and acceptance.”

From some definitions by experts, writer give result that public relations is function to which help to maintain mutual understanding between organization and its publics.

Public Relations of PT PLN API Surakarta can influence the society to use PLN Program. PT. PLN Persero APJ Surakarta must be able to look for the best strategy to do and the best words and moments to socialize in order to make society interest with this program and to influence the opinion or image of public for PLN Prepaid

2. The role of Public Relations

According to Harlow (1976) public relations is concerned with assisting organizations to both formulate and achieve socially acceptable goals, thus achieving a balance between commercial imperatives and socially responsible behavior.

Deny Griswold (Cited in Reilly, 1981) states that public relations is a function generally recognized in just about every area of human activity business, religion, education, government and social and civic welfare. For that reason,
public relations are a process intended to influence the public's opinions and views.

According to Cutlip, Center and Broom (2006) in their book *Effective Public Relations*, without effective public relations, organizations are likely to become immune to changes occurring around them and they become dysfunctional with the passage of time. They become increasingly out of step with their environments (p.25).

They also said that further state that the organizations need public relations because public relations expect and respond to public perceptions and opinions, to new values and to other changes in the environment.

Cutlip (in Kitchen, 1997: 16) suggests that Public Relations practitioners adopt roles organizations by taking on pattern of behaviors to deal with recurring type of situations and to accommodate others expectations. They acknowledge that practitioners may fulfill four roles to varying degrees; they argue that a dominant role will tend to emerge over time. There are four types of practitioner roles that they identify:

1. Expert prescribe

Here, practitioners are regarded as experts on public relations and consequently they are seen as best qualified to handle PR problems and identify solutions to them.

*commit to user*
2. Communication facilitator

In this role, practitioners are castes sensitive listeners and information brokers who act in a “go-between” role, facilitating communications.

3. Problem solving facilitator

In this role, practitioners collaborate with other managers to help define and solve organizational communications problems. Whereas the expert prescribe role implies a passive role for other managers in the problem solving process, in this role practitioners work with managers to arrive at solutions to the problem facing an organization.

4. Communication technician

In this role, practitioners merely provide technical communications services such as writing releases and features for the media. All decisions regarding strategy and actions are taken by the dominant management coalition in which practitioners have no role and they are simply given the task of communicating about the decisions taken by this dominant coalition.

B. Service Quality

According to Tjiptono (2006: 67) in Manajemen Jasa, quality of service is the level of excellence expected and control over the level of excellence for meeting the wishes of the customer. In other words, there are "two major factors affect the quality of services, i.e. the expected service and perceived service or the quality of service expected and the quality of services received or perceived."
The Statement explained that the quality of service of a company will form the image can only be seen from consumers who use these services, not from the viewpoint of corporate service providers.

While other definition expressed by Philip Kotler in Hasibuan, m (1997) suggests; "Service is any Service or activity or benefits that may be made a party to the other party, that is essentially intangible and does not also result in selection of something and its production may or may not be associated with a physical product."

Services in the sense of Kotler (1997), argued that it did not have the form service for real so the user or users services can only perceive that Ministry.

C. PLN Prepaid

PLN Prepaid is the new product of PT. PLN Pesero to sell the electricity power. In this product, customer must buy pulse of electricity before they use it. It can give opportunities for the customer to be easier for managing the use of electricity in accordance their purchase power. PLN Prepaid will push the cash forward, press the operational cost, and simplify the process of paying subscription to PT. PLN Persero. That is why this product can help PT. PLN Persero in financial aspect.
There are some benefits of using prepaid program:

- Customer can control and manage their electricity need.

Through prepaid electronic meters, customer can see their electricity need every time. In these meters, there are digits to know how much they use it last

- Consumption of electricity can be suitable with income

Prepaid voucher start from Rp 20,000.00 until Rp 1,000,000.00. It gives freedom to customer of buying voucher.

- There is no fine

There is no fine when customer late to pay electricity service bill.

- Get voucher easily

Now, voucher of Prepaid can get more than 30,000 ATM in Indonesia or customer can get in ticket-window electricity online.

D. Socialization and Effectiveness Measurement

According to Soerjono (1987: 140) in his book, Sosiologi Suatu Pengantar, socialization is a process, where the new society members learn the society norms and values where they live.
While, Vembrianto (1982) in *Sosiologi Pendidikan*, propose that:

- Socialization process is learning process that is accommodation process with restraining individual, changing impulses in their self and taking life way or the society culture.
- In the socialization process, individual learn the habit, attitude, ideas, system, value, and standard behavior in the society where they live.
- All of the attitude and skill learned in the socialization process and developed as a system unit in their self.

According to Hodge (1984:299) as a measurement of the success of the Organization's effectiveness is defined as the ability of the Organization to achieve all requirements. This means that the organization is capable of compiling and organizing resources to achieve their objectives.

Other definition expressed by Hidayat (1986) the effectiveness is a measurement stating how far the targets (quantity, quality and time) has been reached.

Richard M. Steers, (1985 : 46) in *Efektifitas Organisasi*, The effectiveness is the extent to which the organization carrying out the entire task or achieve all target anyway."

It can be concluded that socializing is a process to learn the society norms, habit, attitude, ideas, system, value, and standard behavior in the society where they live before using social interaction. And to measure how effectiveness of
socialization by PT PLN in Prepaid program, the writer uses a measurement of
effectiveness of using media relations and time that PLN use to socialize to the
society.

E. Perception

According to Elvinoro Ardianto in *Opini Publik (Konsep dan Aplikasi)*, Perception is the result of observation upon the social substances, which is dealt with a process of giving a meaning. The ability of giving a meaning is able to continue the image process.

Perception is also affected by public opinion, which grows among the social community. Soleh Soemirat (2005:103) quotes the definition of public opinion from Doob (1984) as saying that public opinion deals with the public’s attitude referring to a case where they are the members from the same social community.

Therefore, perception is the process whereby people select, organise, and interpret into meaningful information about their work environment.
CHAPTER III

DATA ANALYSIS

A. PT. PLN (Are Pelayanan dan Jaringan) or Service and Networking Area.

1. Brief History of PT PLN APJ SURAKARTA

PT. PLN (Persero) APJ Surakarta is located on Jln. Brigjend Slamet Riyadi No. 468 Surakarta. There is one four-floor building of PT. PLN (Persero) APJ Surakarta, which is used as the office. It also has a Mosque for staff.

PT. PLN (Persero) APJ Surakarta is the enterprise, which provides the electricity requirements for all people of Solo and surrounding. PT. PLN (Persero) APJ Surakarta is divided into 11 PT. PLN (Persero) UPJ, as follows:

1. PT. PLN (Persero) UPJ Surakarta Kota
2. PT. PLN (Persero) UPJ Manahan
3. PT. PLN (Persero) UPJ Sukoharjo
4. PT. PLN (Persero) UPJ Grogol
5. PT. PLN (Persero) UPJ Kartasura
6. PT. PLN (Persero) UPJ Karanganyar
7. PT. PLN (Persero) UPJ Palur
8. PT. PLN (Persero) UPJ Sragen
9. PT. PLN (Persero) UPJ Sumberlawang
10. PT. PLN (Persero) UPJ Wonogiri
11. PT. PLN (Persero) UPJ Jatisron
2. Vision and Mission

a. Vision

The vision of PT. PLN (Persero) APJ Surakarta is:

“To be recognized as World Class Company which is well developed, excellent and trustee.”

b. Missions

The missions of PT. PLN (Persero) APJ Surakarta are:

➢ To operate the electricity business and the other related sectors based on the satisfaction of the customers, parts of institution and the shareholder.
➢ To make electric power being a media to increase the quality of human is life.
➢ To make electricity power becomes the spirit of economic activities.
➢ To make a business activity based on the environment awareness.

3. Motto, Philosophy, and Logo

c. Motto

The motto of PT. PLN (Persero) APJ Surakarta is:

“listrik untuk kehidupan yang lebih baik” (Electricity for a better life)
d. Philosophy

The philosophy of PT. PLN (Persero) APJ Surakarta is:

“Pembawa kecerahan dan kegairahan dalam kehidupan masyarakat yang produktif”

It means the bearer of brilliance and enthusiasm in the productivity of people’s life.

e. Logo

- The compositions of logo

  ➢ The flash of lightning is red. It is located in front of the all compositions.
  ➢ The airwave is blue. It consists of three rows and it is located behind the shine symbol.
  ➢ The rectangular is yellow with portrait positions as if it frames the unification of the symbols.

- The definitions of logo

  commit to user
The flash of lightning

It shows that the right usage of electricity gives good benefits. In contrast, if it is used in the wrong way, it gives the negative impact. The flash of lightning is a natural phenomenon when the electrical positive ion in the sky meets the negative electric ion on earth. The pounding of those ions cause flame of electrical fire followed by light and sound.

The airwaves

Air is a conductor of electrical ions. PT. PLN (Persero) attempts to be a distributor of electricity for its consumers.

The yellow rectangular in portrait position

It shows that a shiny light. PT. PLN (Persero) hopes the electricity that they produce and distribute to the consumers could give benefits for them as if a light in the darkness.

3. The Job Training

The writer did the job training in PT. PLN (Persero) APJ Surakarta in one month. It was started from 2nd to 31st January 2012. The job training began on Monday until Friday started from 07.30 a.m. to 14.00 p.m. From the job training, the writer knew about PT. PLN (Persero) APJ Surakarta. The activities done by the writer during the job training were as follows:
a. Making a daily clipping of PT. PLN (Persero)

Based on the role of Public Relations of institution which communicates between the customers and the institution, one of the duties of Public Relations officer in PT. PLN (Persero) APJ Surakarta was to make clipping related to the news of PT PLN (Persero) which had been released on newspaper, either local or national; they were: Solo Pos, Jawa Pos, Kompas, Suara Merdeka, and Joglo Semar.

The most interesting clipping, would be submitted to secretary of manager of PT. PLN office to be read. The aim of this activity was to tell the internal publics, including the officers PT. PLN (Persero) about the happening or events related to PT. PLN (Persero) in order to create a positive opinion of them toward PT. PLN (Persero) and to make them being active to follow the development of PT. PLN.

b. The socialization on radio stations

During the job training, the writer also observed and participated in the socialization prepaid program with public relations officer, Soeharmanto, S.E. on several radio stations in Surakarta; they were RRI Programa 1, Metta FM, RIA FM, and Swara SlankFM.

PT. PLN (Persero) socialized its program and listened to the complaint of customers about the services given by phone in each broadcasting. PT. PLN (Persero) had been represented by Public Relations Officer, Soeharmanto, S.E.
c. Weekly briefing and visiting to PT.PLN (persero) UPJ

Briefing of all the staffs of PT. PLN (Persero) APJ Surakarta is usually done once in a week that is every Friday at 08.00 a.m. It is conducted after all of officers in PT PLN (Persero) join the gymnastics activity on the yard. After that, they were having breakfast together while briefing. Besides, to develop the relationship between the staffs of PT. PLN (Persero) APJ Surakarta, the briefing activity also has the aim; it is for discussing the new programs or problems faced by PT. PLN (Persero) and find the solutions of the problems.

Sometimes Mr. Soeharmanto, S.E. invited the writer to join him visiting the branch of PLN, like visiting PT. PLN (Persero) UPJ Sukoharjo on 10 January 2012.

4. The socialization of prepaid program done by PT PLN APJ Surakarta

a. Target of socialization of Prepaid program by PT PLN APJ Surakarta

Prepaid program has been made by PT PLN as a function to raise service quality to society. So, it is needed a socialization to introduce the innovation to societies. The socialization done by public relations of PLN APJ Surakarta has a specific target. The target of this socialization is all of society who use electricity, they are:

- Household

PLN give priority for household because their need is very much, so they can control their electricity power by them self.
- Families who are late paying service bill

The second target is addressed to families who are often late paying electricity service bill monthly, so unnecessary, PLN will not put out electricity until they pay the electricity service bill, and then turn on again after they pay service bill. This is very trouble for PLN’s clerks.

- People who want to install new electricity power

The next target is people who want to install new electricity power. This was done to society because they moved home or building a new home. PLN’s clerk will guide them first when they asked to PLN to help install new electricity.

- Other Society

The last one is public in Soloraya, it is intended that they can control the usage of daily electricity power.

b. Media to socialize Prepaid program

PT PLN had chosen media as support to share this product to socialize the prepaid program. The Media are:

- Using brochure

The public relation officer distributed brochures and Bili’s doll and the other staff of PT. PLN Persero APJ Surakarta help him. They spread the brochures along the Slamet Riyadi Street. The brochures were distributed on 2010 and 2011.
- Using banner and billboard

The banner is hanged on the strategic sites of the state electricity company of network service area in Surakarta and its branch. The strategic places are in front of the office or in the lobby of office. Then, the billboarsis built and located in front of the office. The banner is being hanged on the strategic sites since on the beginning of 2010 until now. The billboard is also located in front of every office.

- Using radio:

The socialization of PLN prepaid is also conducted through the local radio. They are Ria Fm, RRI, Pas Fm.

- Using Newspaper

The socialization of PLN prepaid used several newspaper which are distributed in Solo City and around it, such as, Solo Pos, Kompas (Warta Jateng), Suara Merdeka, Joglo Semar, Jawa Pos (Radar Solo). The execution of socialization PLN prepaid used the newspaper on 2010 and 2011.

- Using Television:

The socialization of PLN prepaid used the local television, namely TA TV. The socialization is free because TA TV asks PT. PLN Pesero APJ Surakarta to socialize it. If PLN asks the socialization through TA TV, it will take the expensive cost. The socialization was done for two times at the beginning on 2010 and 2011.
- Using Social Gathering

The meeting to socialize the PLN prepaid is conducted at the *arisan* and recitation. The other meetings in the model of presentation are conducted in several regions, such as: Grogol, Manahan, Gondang Rejo and Kartosuro.

5. The Customers’ Perception about Prepaid Program

Main function of a service company is to provide/ give a maximum service to their customers. So is made by PT PLN APJ Surakarta.

Give the new service a PLN Prepaid (prepaid electricity). The program is aimed to hit the high numbers of electricity arrears in the area. So, customers could set electricity they will use. With a system that could make it easy for consumers to access the service from PLN in paying service bill.

The interview includes 1 internal informant and 15 external informants (society) in various regions of the Soloraya. The result of this analysis shows how effectiveness of socialization by public relation of PT PLN to society as well as how the society's perception about this program. This will be drawn in this chapter.

From the interview, the followings are the perception of those who have used the prepaid program:
inf 4:
"Saya menggunakan pulsa listrik atas saran dari petugas PLN, karena kebetulan saya pindah rumah dari yang semula di pasar kliwon menggunakan listrik biasa kemudian pindah di daerah Mojolaban sekitar 2 bulan yang lalu. selama pemakaian sekitar 2 bulan belum ada masalah tentang alat ini, cuman ya itu, perbedaannya terasa sekali menggunakan yang biasa dan yang pakai pulsa.”

inf 6:
“saya telah menggunakan pulsa listrik selama 2 bulan, menurut saya malah lebih boros menggunakan pulsa listrik karena ketika saya menggunakan pulsa listrik, dua hari sudah habis Rp. 20.000, padahal kalau pakai yang biasa sebulan hanya Rp. 60.000-an aja. sekarang saya memakai listrik yang biasa lagi.”

inf 7:
kami menggunakan pulsa listrik karena kita menambah ruangan di samping rumah. ketika saya pergi ke PLN untuk meminta dipasang listrik baru, petugas PLN menyarankan untuk menggunakan pulsa listrik, jadi dirumah kami saat ini menggunakan listrik biasa dan listrik pulsa. saya piker menggunakan listrik pulsa lebih hemat daripada yang biasa, meskipun selisihnya cuman sedikit. Yang biasanya sebulan habis Rp. 80.000,00 tetapi menggunakan pulsa listrik bisa menghemat sekitar Rp.10.000, 00per bulan.

From the above perceptions, it shows that societies who have used the prepaid program now is directed by PLN’s clerk.
Two of three informants said that they can save their money because it more safety, but one informant said that using prepaid more wasteful, so she prefer use postpaid.

Nevertheless, some opinions agree that the socialization close by public Relations of PT PLN APJ SURAKARTA dealing with prepaid program is not successful done. In fact, there are a lot of citizens who still do not know about the prepaid program.

Timing for socialization to society is not always making the maximum result. Some Media chosen to socialize PLN Prepaid is not necessarily making the community know about it. It is evident that many societies are yet to find out what it is and the benefits of the prepaid PLN use that program. This is supported by informants 2 (Inf 2) who stated as follows:

“Saya tidak tahu dan bahkan saya belum pernah mendengar istilah PLN Prepaid itu sebelumnya.”

The other informants expressed almost the same opinion about this case:

inf 3:

“Saya hanya mengetahui dari teman kalau prepaid itu ya pakai pulsa gitu aja. selebihnya saya gak tau apa dan bagaimana prepaid itu digunakan.”
Inf 5:
“Saya mengetahui prepaid itu bayarnya pakai pulsa dari orang-orang, tetangga saya, kebetulan tetangga ada yang pakai juga. tapi saya ndak tau itu manfaat apa kelebihannya itu apa.

From perception of societies who do not know prepaid, the writer explains to them about prepaid program, its benefits and how to use it clearly.

The followings are the comments from those who previously did not know about the program after having information from the writer:

Inf 3:
“Prepaid itu memang lebih bisa diatur penggunaannya, saya tahu itu karena saya pernah baca di Koran. tapi kalau menurut saya sendiri, saya lebih memilih listrik yang biasa ya, menurut saya lebih simpel, pakai listrik dulu baru bayar, begitu.”

The same thing was said by inf 10 and 1:

Inf 10:
“saya lebih nyaman menggunakan listrik biasa, jika sewaktu-waktu membutuhkan listrik dalam jumlah banyak, lebih dari biasanya trus tiba-tiba pulsatya habis trus mati kan ndak lucu mbak.”
Inf 1:

“kok kedengarannya ribet gitu ya, misalnya kalau pas malam malam, hujan deras, trus lampunya padam, masa ya harus nunggu sampai besok pagi. jadi mungkin saya lebih milih menggunakan listrik yang biasa dari pada prepaid.”

It is clear that from the interview, most of the informants only know the term of prepaid only, some of them understand and use it and a few of them did not know at all. This proves that the socialization of PT PLN to Prepaid program needs to be improved.

Through the perceptions of the informants, it shows that the socialization of prepaid program done by PT PLN APJ SKA is not successful yet. Many media used by PT PLN APJ Surakarta is ineffective only by using social gathering and mouth to mouth is more effective than other media.

Because the effectiveness measurement of socialization able to seen from how far the target (quality, quantity, and time) has been achieve.

Quality, this program is effective if public relations of PT PLN APJ Surakarta socialization through the media and the society know it. Nevertheless, it is ineffective if PLN APJ Surakarta’s Public Relations use many media and a few societies know it.

Quantity, the prepaid program is effective if start from launch the product until now, more than 50% societies use prepaid. However, the data shows society who use prepaid less than 50%.
Time, the prepaid program is effective when the socialization done by PT PLN APJ Surakarta is only on two years. In addition, it is ineffective when PT PLN need time more than 2 years to make society understand.

As a public relations officer in a big company and has role to socialize prepaid program, public relations officer must know how is society’s perception about prepaid program because one of the role of public relations is to make a public opinion about their company’s program.

Societies in Solo Raya do not know about new program which is launched by PLN clearly. It is caused by less communication of socialization from PLN APJ Surakarta to public or the societies did not understand well about the new program.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. CONCLUSION

Based on the discussion in the previous chapter, the writer can draw several conclusions which are based on the research questions. They are, as bellows:

1. The effectiveness of the socialization of prepaid program done by PT PLN APJ Surakarta

Prepaid program was launched in the end of 2009 and until now (2012) still socialized. PT PLN APJ Surakarta using Media such as brochure, banner and billboard, radio, newspaper, television and having meetings to introduce the public in Solo Raya. In fact, many residents have not known about it. Some media are less effective because according to the writer, most of the society knew the term “prepaid” by mouth to mouth. Only one respondent know it from newspaper.

The length of time that has been done by PT PLN APJ SURAKARTA approximately 2 years has been “less effective” because most of the respondents do not understand properly what prepaid program is.
The customers’ perception about prepaid program

First, according to the public perception 3 respondents that has been using prepaid, they said that as long as they use prepaid, they did not found problem. They will not worry if light turn off unexpectedly because the tool is equipped with some sort of alarm that will ignite or voice if a pulse will be exhausted or limited.

Second, for people who have not used and understand what it is yet, after the writer explain that, they assume it is more effective to use prepaid but most of them say that they prefer to choose postpaid electricity power than prepaid electric system.

Third is about socialization done by PT PLN APJ SURAKARTA. Public Relations of PT PLN APJ SURAKARTA is considered too waste energy and money because of the media that are used are too many and even less effective.
B. SUGGESTION

a. For PT PLN APJ Surakarta

Selection of media for socializing the prepaid programs, must be choose exactly which ones are effective and less effective, of the survey results, the writers suggest that socialization by mouth to mouth more effectively than other media. So public relations of PT PLN should be more enterprising socialize face to face with societies.

b. for Society

Electricity is our daily needs, and paying service bill is compulsory for every citizen. reading this final project, the writer suggest to society in order to push the cash forward, press the operational cost, and simplify the process of paying subscription to PT. PLN Persero.