THE NEW PROPOSED COMMUNICATION PLAN TO
PROMOTE THE PROGRAM OF PLN PREPAID SERVICE 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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C9309099

ENGLISH DIPLOMA PROGRAM
FACULTY OF LETTERS AND FINE ARTS
SEBELAS MARET UNIVERSITY
SURAKARTA
2012

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APPROVAL OF CONSULTANT

Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

Final Project Report:
THE NEW PROPOSED COMMUNICATION PLAN TO PROMOTE THE
PROGRAM OF PLN PREPAID SERVICE IN PT. PLN PERSERO APJ
SURAKARTA

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MOTTO

“Do not be afraid to face the challenges, they will make stronger“
“The right man in the right place“
“Do not ever give up, Keep your spirit up and God bless you“

By : The Writer
DEDICATION

The final project is dedicated to:

My beloved parents
My beloved university
My beloved friends
PT. PLN Persero APJ Surakarta

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PREFACE

First of all, the writer would like to thank to God the Almighty who has blessed me. The writer also thanks to all people who have given support, guidance, and motivation to the writer in doing the final project entitled “THE NEW PROPOSED COMMUNICATION PLAN TO PROMOTE THE PROGRAM OF PLN PREPAID SERVICE IN PT. PLN PERSERO APJ SURAKARTA “.

The final project discusses about the problem of PLN prepaid program of PT. PLN APJ Surakarta which does not reach a good result from the set target of PLN prepaid service. The final project also discusses about the communication management and existing condition of PT. PLN Persero APJ Surakarta in socializing PLN prepaid service to the public. In this final project, the writer also proposes the new communication plan which can be used as a reference for PT. PLN Persero APJ Surakarta to promote the program of PLN prepaid service.

Finally, the writer realizes that the final project is far from being perfect. Therefore, the writer hopes that there are many suggestions from the readers to improve the report. The writer also hopes that the final project report will be beneficial for the readers.

Surakarta, June 2012

Pradita Budi Setiawan

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ACKNOWLEDGEMENT

To begin with, Let me extend my gratitude to God the Almighty because of his blessing. I can accomplish my final project report as the partial requirement to obtain degree in The English Diploma Program of Faculty of Letters and Fine Arts, Sebelas Maret University. In accomplishing the final project, the writer got several helps and support from several people, therefore the writer would like also to express the highest appreciation to:

1. Drs. Riyadi Santosa, M.Ed, Ph.D as the Dean of Faculty of Letters and Fine Arts, Sebelas Maret University.
2. Mr. Yusuf Kurniawan, S. S, M.A as the Head of English Diploma Program.
3. Dra. Diah Kristina, M.A, Ph.D as the supervisor of my final project report.
4. All of the lecturers in the Faculty of Letters and Fine Arts, especially the English lecturers. Thank you for your knowledge and guidance.
5. Mr. Soeharmanto, S.E, the Public Relations Officer of PT. PLN Persero APJ Surakarta, for assistance and guidance.
6. All of my family members who have always been supporting to me in accomplishing my final project report.
7. My friends in class C, who have always supported and helped me in accomplishing my final project report.
8. All my friends in Public Relations Class who have given support and help for me.
9. Thanks to Syahril, Azis, Yopi, Risky, Indra, Sohib, Syauqi, Bowo, Yosua, Tyo, Bulus and the other in “Cem – ceman’s Group”.
10. My friends Arthur, Perdana, Pandu, and Darmadi, Thank you for your help.
11. All my friends in English Diploma Program, especially in the group of 2009.
12. All staff of SLC (Self Learning Centre).
13. All people whom I cannot mention one by one.
ABSTRACT


The objectives of the research are to explore the communication management and the existing condition of PT. PLN Persero APJ Surakarta in socializing PLN prepaid service to the societies and to propose the revision of communication plan that is less effective from PT. PLN Persero APJ Surakarta in socializing PLN prepaid program. From those objectives, the writer expects that the PLN prepaid program can run well and PT. PLN Persero APJ Surakarta can reach the set target of PLN prepaid program in one city and four regencies.

In this research, the techniques of collecting data are literature study, observation, and interview. The writer uses literature study about PLN prepaid program which is obtained from PT. PLN Persero APJ Surakarta. The observation is conducted when the writer was on job training and on the field. The interviews are done to the internal and external publics which are related to the purpose of the research. After obtaining the data, the writer also analyzed the data to explore the communication management and the strength, weakness, opportunities, and threat of company in socializing PLN prepaid service.

Having explored the communication management and the existing condition of PT. PLN Persero APJ Surakarta in socializing PLN prepaid service towards societies, the writer proposes the new communication plan which is based on the Bernstein’s wheel. To realize the new communication plan based on the Bernstein’s wheel, there must be a meeting intended to socialize PLN prepaid program and influence the public in order to use PLN prepaid service. The meeting involves two institutions. They are the local government and PT. PLN Persero APJ Surakarta.
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THE NEW PROPOSED COMMUNICATION PLAN
TO PROMOTE THE PROGRAM OF PLN PREPAID
SERVICE IN PT. PLN PERSESO APJ SURAKARTA

Pradita Budi Setiawan¹
Dra. Diah Kristina, M.A., Ph.D²

ABSTRACT

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

The objectives of the research are to explore the communication management and the exiting condition of PT. PLN Persero APJ Surakarta in socializing PLN prepaid service to the societies and to propose the revision of communication plan that is less effective from PT. PLN Persero APJ Surakarta in socializing PLN prepaid program. From those objectives, the writer expects that the PLN prepaid program can run well and PT. PLN Persero APJ Surakarta can reach the set target of PLN prepaid program in one city and four regencies.

In this research, the technique of collecting data are literature study, observation, and interview. The writer uses the literature study about PLN prepaid program which is obtained from PT. PLN Persero APJ Surakarta. The observation is conducted when the writer was on job training and on the field. The interviews are done to the internal and external publics which are related to the purpose of the research. After obtaining the data, the writer also analyzed the data to explore the communication management and the strengths, weaknesses, opportunities and threats of company in socializing the PLN prepaid service.

Having explored the communication management and the existing condition of PT. PLN Persero APJ Surakarta in socializing PLN prepaid service towards societies, the writer proposes the new communication plan which is based on the Brenstein’s wheel. To realize the new communication plan based on Brenstein’s wheel, there must be a meeting intended to socialize PLN prepaid program and influence the public in order to use PLN prepaid service. The meeting involves two institutions. They are local goverment and PT. PLN Persero APJ Surakarta.

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²Dosen Pembimbing
CHAPTER I
INTRODUCTION

A. Background

Every institution needs Public Relations Division because it is the important division for the institution or company. The goal of Public Relations Division is to create and look after the mutual understanding between publics and the company. Therefore, the functions of Public Relations are also very useful for the company. According to Cutilus and Center, quoted by Frida Kusumastuti (2002: 23), Public Relations has several functions, namely:

1. to support the management activity of the company and achieve the purpose of the company.

2. to create the two ways communication by disseminating information of the company towards the public and distributing the public opinion towards the company.

3. to serve the public and give the suggestion towards the leader of the company in order to prioritize the public’s interests.

4. to build the harmonious communication between the public and the company, especially the internal and external.

Based on the functions of Public Relations proposed by Cutilus and Center (2002), the functions of Public Relations, especially the second function of Public Relations, commit to user.
Relations, can be implicated to Public Relations Officer of State-Owned Electricity Company of Network Service Area in Surakarta (P.T PLN Persero APJ Surakarta) to socialize its new program towards the societies.

The new program of the State-Owned Electricity Company of Network Service Area in Surakarta (PT. PLN Persero APJ Surakarta) is PLN Prepaid service, a program launched by Main State-Owned Electricity Company in Jakarta. The program will be the national program of PT. PLN Persero and it refers to the way people pay the subscription to PT. PLN Persero. PT. PLN Persero APJ Surakarta must socialize the PLN Prepaid service towards societies at Surakarta City, Wonogiri Regency, Karanganyar Regency, Sukoharjo Regency, and Sragen Regency because PT. PLN Persero APJ Surakarta supplies the electricity for those city and regencies. To socialize the program in one city and four regencies, the Public Relations of PT. PLN Persero APJ Surakarta has the important role to socialize the PLN Prepaid service because the task of Public Relations Officer of PT. PLN Persero APJ Surakarta is not only to socialize PLN Prepaid service towards societies but also to influence the mind of the societies towards PLN Prepaid service. The target of the PLN Prepaid service at those regencies and the city are the households and the customers who are late to pay the subscription to PT. PLN Persero.

In fact, the socializations of the PLN Prepaid service towards societies in Surakarta city and the other four regencies which were conducted by the Public Relations Officer of PT. PLN Persero APJ Surakarta for 2010 until 2011 did not show the significant result. The socialization just could reach 7.2% from the total...
of the sector of households and customers who are always late to pay the subscription of electricity towards PT. PLN Persero. The numbers of the target of PLN Prepaid service are 800,000 so that the State – Owned Electricity Company of Network Service Area in Surakarta just could influence the target as many as 57685 persons to use the PLN Prepaid service.

Considering the fact about the result of the socialization target of the PLN Prepaid service above, the writer believes that there had been the problem in socializing the PLN Prepaid towards the societies. The writer also would like to explore the communication management and existing condition of PT. PLN Persero APJ Surakarta in socializing PLN Prepaid service. Therefore, the writer tries to propose the communication plan for PT. PLN Persero APJ Surakarta as the way of socializing PLN Prepaid service which can be used to improve the target of the PLN Prepaid service.

B. Research Questions

The research questions of the research are:

1. How is the communication management and the existing condition of PT. PLN Persero APJ Surakarta in socializing PLN Prepaid service to the societies?
2. What possible communication plan proposed by the researcher which is believed to be more appropriate for PT. PLN Persero APJ Surakarta to socialize the PLN Prepaid program?
C. Objectives

The objectives of the research are:

1. To explore the communication management and the existing condition of PT. PLN Persero APJ Surakarta in socializing PLN Prepaid service to the societies.
2. To propose the revision of Communication Plan that is less effective from PT. PLN Persero APJ Surakarta in socializing PLN Prepaid program.

D. Benefits

The writer expects that the research will be beneficial for:

1. PT. PLN Persero APJ Surakarta
   The research can show more information about the existing condition of PT. PLN Persero APJ Surakarta and its communication management in informing the PLN Prepaid service towards societies and it can also inform the new communication plan which can be used for PT. PLN Persero APJ Surakarta to increase the target of user for PLN Prepaid service.
2. Readers
   The research can be used for readers as additional references in solving the problem of communication plan in informing or socializing the programs, policies, products and etc of the companies or institutions.
CHAPTER II

LITERATURE REVIEW

A. Public Relations

There are many definitions of Public Relations from many experts. These are several definitions of Public Relations according to several experts, such as:

According to Institute of Public Relations, quoted in BAHASA PERSUASIF dalam PUBLIC RELATIONS by Diah Kristina (2009), Public Relations is about reputation – the result of what you do, what you say, and what others say about you. Public Relation Practice is the discipline which looks after reputation – with the aim of understanding and support, and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintains goodwill and mutual understanding between organization and its public. (p : 1)

According to John E. Marston, quoted in DASAR – DASAR HUBUNGAN MASYARAKAT by Frida Kusumastuti (2002), Public Relations is planned, persuasive communication designed to influence significant public. (p : 14)

According to William L. Rivers, quoted in DASAR – DASAR HUBUNGAN MASYARAKAT by Frida Kusumastuti (2002), Public Relations is the skilled of communications of ideas to various publics with the object of producing a desired result ... to change the public image of an individual or corporation or to other public attitude toward company. (p : 15)
Based on several definitions of Public Relations above, it can be concluded that Public Relations is about the reputation of company policy which can be got from what you do, what you say, and what others say about you. In what you say and what you do, those can be used or designed to influence the significant public by changing the opinion and image of public towards the company or company policy. In what others say about you, it is the result of the opinion and image of public for the company or company policy.

That can be related towards PT. PLN Persero APJ Surakarta to influence the public for using PLN Prepaid service. In what you do and what you say, the Public Relations Officer of PT. PLN Persero APJ Surakarta must be able to look for the best way and the best words or moments to influence the opinion or image of public for the PLN Prepaid service. If the Public Relations Officer of PT. PLN Persero APJ Surakarta can do it, the result of the opinion or image from the public towards PLN prepaid service will be good and the program of the PLN prepaid service can run well.

B. Communication

There are several definitions of communication from several experts as bellow:

According to Alo Liliwery (2007, p. 4), communication is about the process of transferring of the information from one person to other persons.
According to Bernard Berelson and Garry A, in the book of *Kiat and Strategy Kampanye Public Relations* (2003) by Rusady Ruslan, Communication is the delivery of information, ideas, emotion, skill, and etc by using the image, figure, graphic, signs or words and etc. The activity or the process of delivery is usually known as the communication. (p: 17)

According to Edward Depary in the book of *ILMU KOMUNIKASI Pengantar Study* (1988) by A. W. Widjaja, Communication is the process of delivery of the ideas, hopes, and messages which are delivered by using the certain signs which have the meaning which are done by sender towards the receiver. (p : 14)

According to James A. F. Stoner, quoted in *ILMU KOMUNIKASI PENGANTAR Pengantar Study* (1998) by A. W. Wijdaja, Communication is the process how people achieve to give the understanding through the replacement of the messages. (p : 14)

Based on several definition of communication from several experts above, all of them almost have the similar meaning, especially in delivery, the messages or information. The message or information is usually delivered from one person to other persons or one group to other group trough signs, word, image and etc so that it can be concluded that communication is about the delivery of messages or information from one person to other persons. In the case of socialization of the PLN Prepaid service, the message or information is a program of PT. PLN Persero, PLN Prepaid service, which should be used by the household and people
who are always late to pay the subscription to PT. PLN Persero. The program is delivered or informed by the Public Relations Officer of PT. PLN Persero APJ Surakarta towards the household and people who are always late to pay the subscription to PT. PLN Persero

C. Media of Public Relations

These are several kinds of media of Public Relations from several experts that can be connected to this research. They are as follow:

According to Renhald Kasali, quoted in *DASAR – DASAR HUBUNGAN MASYARAKAT* by Frida Kusumastuti (2002), there are 5 media for Public Relations Officer, (p : 30 – 35). They are as bellow:

- Advertisement

The differences between advertisement as marketing media and advertisement as media for public relation officer are to see the messages which are advertised. If the advertisement relates with the product, so it can be said advertisement as marketing media. If the advertisement takes the message, so it can be said advertisement as media of Public Relations Officer.

- Exhibition

Exhibition can be used as the media to reach the purpose of Public Relations Officer. Exhibition usually shows the products of the company. The media also
give more opportunities for the purpose of the company. On the other hand, exhibition can wreck the purpose of the company.

- Internal media

Internal media can be known generally in the terms of Ing – griya magazine. It is for internal public of the company. The contain of Ing – griya magazine is about several information in the model of top own and bottom up of the company. The purposes of Ing – griya are to create well informed condition and to create the loyalty between staff and company.

- Photography

The power of image is stronger than the words. The image always gives the authentic impact although it can be changed. It is like the statistic because people are easier to know the proof than the words.

In Public Relations Division, the image is really important. The image becomes the material for publication, report, news, advertisement, or the need of documentation therefore Public Relations Officer must use the good image which is interesting, striking, and new. The image must also be taken in the good time when Public Relations Officer communicates something. The image is taken by the professional photographer with the trained Public Relations Officer.
- **Film**

  Film for Public Relations Officer is the communication media, the instruction, the research, and etc. By using film, Public Relations Officer can convey the messages.

- **Press**

  Press refers to mass Medias, such as: radio, television, news paper, magazine and book. The characteristics of mass media are:

  - It has the same character in public.
  - It can reach the wide public.
  - It becomes the more interest for Public Relation Officer.

  According to Frank Jefkins (1995, p: 61 – 63), there are several main media for Public Relations Officer. They are also as follow:

- **Press**

  The media consist of many kinds of news paper which distribute around public for regional, national, or international.

- **Audio visual media**

  The media consist of slide and the cassette of the video. It can also be documenter film.
- Radio

Radio covers all kinds of radio. It starts local radio, national radio and international radio which can be broadcasted widely or managed specifically.

- Television

It is same the radio. The television is always categorized as the media of Public Relations Officer. It is not only local and regional program but also international program.

- Exhibition

To conduct the program or the campaign of Public Relations, the Public Relations Practitioner often uses the exhibition.

- Printed material

There are many kinds of printed materials which are educational, informative, and charming which are distributed in many kinds of models to reach the purpose of Public Relations Officer.

- Sponsored books

It can be many kinds of books, such as: how the organization is, how people use the product well, or about the aspects related with the products or organization.
- Direct mail

The media is usually used as the tool to send the messages of Public Relations Officer. It is not only shown to the certain people but also displayed to the public places.

- Spoken word

The delivery of the messages from Public Relations Officer is not only done through the mass media but also done through direct communication or face to face. The activity can be done by Public Relations Officer when he is at breakfast time with the staff, at the meetings, on the telephone, or at the seminar.

- Sponsorship

The organization or company can conduct the activities of the Public Relations Officer through the provider of funds or the other supports based on the art events, sport events, extraordinary events, scholarships of university, charitable donation, and etc.

- House journal

The term of house journal refers to the model of book which is made and published by the company as a way to communicate with the stakeholders. There are two kinds of journal, namely: internal and external journal.
- House style and corporate identity

Company must have the typical symbol so that people can remember easily the company through the symbol.

- Other media of Public Relations

There are also many media, except several media above. In a row of developing of time and technologies, it can be ensured that the forms of media will be more various for the next era.

Based on the variation of media of Public Relations above, they have different characteristic. They can be used to communicate or inform the products or company policy to the internal and external public. The media can also be used by the Public Relations Officer of PT. PLN Persero APJ Surakarta to communicate or inform the PLN Prepaid service to the societies.

D. PLN Prepaid service

PLN Prepaid is the new service system of PT. PLN Pesero to sell the electricity power. In this system, customer must pay the subscription of electricity before they use it. This new system can give opportunities for the system to be easy to manage the use of electricity in accordance their purchase of electricity power. PLN Prepaid service will help PT. PLN Persero in financial aspect because it will push the cash forward, press the operational cost, and simplify the process of paying subscription to PT. PLN Persero.

commit to user
CHAPTER III

METHODOLOGY

A. Type of analysis

The writer uses SWOT analysis to see on the strengths, weaknesses, opportunities, and threats of the PLN prepaid program. The strengths and weaknesses are obtained from the internal publics. The opportunities and threats are drawn from the external publics. The SWOT analysis can be implemented towards PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service; therefore the writer uses SWOT analysis in order to provide the suggestions for the improvement of communication plan of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid program.

According to Cultip, Brown, and Centre quoted in METODE PENELITIAN Public Relations dan Komunikasi by Rosadi Ruslan, S. H, M. H (2006), the analysis strategies are done in terms of the factor strengths, weaknesses, opportunities, and threats which come from the internal and external aspects of the organization by analyzing the information, the facts, and the data collected by the researcher or public relations officers for institution to win in the competition. For that particular purpose, the SWOT Analysis or TOWS Analysis is applied. (p : 15)
In short, the purpose of SWOT Analysis based on Cultip, Brown and Center is to know the strengths, weaknesses, opportunities and threats of the company to compete in the business world.

**B. Source of Data**

The sources of data in this research are the people who use the PLN prepaid service. The sources of data were obtained from the external and internal publics in relation to the socialization of PLN prepaid program. The internal publics are interviewed to know the strengths and weaknesses of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid program. The external publics are interviewed to know the opportunities and threats of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid program. These are the list of the internal publics and external publics.

**Table 3.1 The internal publics of the PLN prepaid program**

<table>
<thead>
<tr>
<th>No</th>
<th>Name</th>
<th>Gender</th>
<th>Department and Position</th>
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<tr>
<td>1.</td>
<td>Soeharmanto, S. E</td>
<td>Male</td>
<td>Public Relations and PKBL Division</td>
<td>INF 1</td>
</tr>
</tbody>
</table>
There are two kinds of the external informants. They are the people who are late to pay the subscription to PT. PLN Persero and those who pay the subscription to PT. PLN Persero on time.

**Table 3.2 The list of external publics who pay the subscription to the PT.**

<table>
<thead>
<tr>
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<th>Gender</th>
<th>Occupation</th>
<th>Subdistric</th>
<th>Data Coding</th>
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<tr>
<td>1</td>
<td>Anjar Gutomo</td>
<td>Male</td>
<td>Entrepreneur</td>
<td>Jebres</td>
<td>INF 1</td>
</tr>
<tr>
<td>2</td>
<td>Ari</td>
<td>Male</td>
<td>Entrepreneur</td>
<td>Jebres</td>
<td>INF 2</td>
</tr>
<tr>
<td>3</td>
<td>Olivia Apriani</td>
<td>Female</td>
<td>Entrepreneur</td>
<td>Banjarsari</td>
<td>INF 3</td>
</tr>
<tr>
<td>4</td>
<td>Edi Prawiro</td>
<td>Male</td>
<td>Entrepreneur</td>
<td>Pasar Kliwon</td>
<td>INF 4</td>
</tr>
</tbody>
</table>
Table 3.3 The list of external publics who are always late to pay the subscription to PT. PLN Persero

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<thead>
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<th>No</th>
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<th>Occupation</th>
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<td>4</td>
<td>Wiwid</td>
<td>Female</td>
<td>Enterpreneur</td>
<td>Banjarsari</td>
<td>INF 4</td>
</tr>
</tbody>
</table>

C. Method of Collecting Data

The methods of collecting data which are used by the writer are interview, literature study, and observation.

According to Gorden quoted in *METHODOLOGY PENELITIAN KUALITATIF* by Haris Herdiansyah (2010), interviewing is “the conversation between two people in which one person tries to direct the conversation to obtain information for some specific purpose”. (p : 18)

Based on the explanation above, the writer uses the interview as the method of collecting data because the writer wants to look for the information in depth for certain purposes which are in line with the purpose of the research. The questions for the external public consist of 10 questions. They were 5 opened
questions and 5 closed questions. For the internal publics, 10 open ended questions were asked. When interviewing the internal publics, the writer also developed the questions in the field in order to get a deeper information.

According to Haris Herdiansyah (2010), literature study is “one of several methods to collect qualitative data by seeing and analyzing the documents made by the subject or the other people about the subject”. (p : 143)

Based on the explanation above, the writer takes literature study about PLN prepaid in the model of power point obtained from PT. PLN Persero APJ Surakarta.

According to Cartwright and Cartwright quoted in METHODOLOGY PENELITIAN KUALITATIF by Haris Herdiansyah (2009), observation is “the process of looking, paying close attention to, watching closely and recording the behaviour systematically for certain purpose”. (p : 131)

Based on the explanation above, the writer also uses observation as method of collecting data when the writer conducted the job training and research in the field. By using observation, the writer can also get the additional information that can be used as the data.
D. Technique of data analysis

After the writer obtained the data from literature study, observation and conducting interviews, the writer analyzed the data by doing several steps. They are: Data reduction, Data Display, and Conclusion Drawing.

1. Data Reduction

In the first step, the data which were obtained from the field were reviewed and selected by the writer. The data selection was done in order to help the writer to focus on the purpose of the research, only the relevant data were included.

2. Data Display

In the second step, the data were displayed in the model of charts, graphs, diagrams and table. In this step, the writer also analyzed the data based on the purpose of the research.

3. Drawing Conclusion

In this step, the writer drew the conclusion from the data which have been analyzed already. The drawing conclusion is also based on the purpose of the research.
CHAPTER IV
DISCUSSION

A. The communication management and the existing condition of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service to the societies

1. The communication management of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service to the societies.

PLN prepaid is the new program of the Main State-Owned Electricity Company of Indonesia. It was established at the State-Owned Electricity Company of network service area in Surakarta by the manager of PT. PLN Persero APJ Surakarta in November 2009. To inform or socialize the PLN prepaid service to the societies in Surakarta City, Wonogiri Regency, Sukoharjo Regency, Karanganyar Regency, and Wonogiri Regency, the Public Relations Division of the State Electricity Company of network service area in Surakarta has to socialize well the PLN prepaid service although there are problems when conducting the socialization. Before the PLN prepaid service was socialized to the public by the Public Relations Officer of PT. PLN Persero APJ Surakarta, it has to pass the evaluating process which strives to make sure whether there are problems or not with the PLN prepaid service. The evaluating process also shows how the PLN prepaid service is established by the manager until it is informed to the public.
The evaluating process is as bellow:

**Explanation of the evaluating process:**

The PLN prepaid service is introduced by the manager of PT. PLN Persero APJ Surakarta to the Assistant of commercial and marketing manager for the first time. Then, the Assistant of commercial and marketing manager conveys the information about the PLN prepaid service to the Public Relations Division of PT. PLN Persero APJ Surakarta in the form of a soft copy. After that, through the public relations division, the PLN prepaid service is informed to the staff of PT. PLN Persero APJ Surakarta before the Public Relations Officer of PT. PLN Persero APJ Surakarta informs or socializes it to the public. Then, the staffs of PT. PLN Persero APJ Surakarta use it for 2 until 3 months. When they are using
it, they also evaluate it. When the staffs have used it and there were no problems arising, the PLN prepaid is ready to socialize to the public.

These are several media which are used by PT. PLN Persero APJ Surakarta in socializing PLN prepaid service to the public:

- **Using brochure**
  
  - **Detail:**
    
    Brochures were distributed by the Public Relations Officer of PT. PLN Persero APJ Surakarta and he was helped by Bili’s doll *(boneka bijak listrik)* and the other staff of PT. PLN Persero APJ Surakarta. They distributed the brochures along the Slamet Riyadi Street. The brochures were also disseminated in the branches of the State – Owned Electricity Company of network service area in Surakarta (UPJ).
  
  - **Target audiences:**
    
    The people passing Slamet Riyadi Street and the people paying the subscription at the branches of the State – Owned Electricity Company of network service area in Surakarta (UPJ).
  
  - **Execution:**
    
    The brochures were distributed in 2010 and 2011.
  
  - **Objective:**
    
    The objective of distributing the brochures was to give information about PLN prepaid service and to influence the public for using PLN prepaid service.
• Problem:
  It took long time and there were the people who do not care about the brochures of the PLN prepaid service.

- Using banners and billboards

• Detail:
The banners are put in the strategic sites of the State – Owned Electricity Company of network service area in Surakarta and its branches. The strategic places are in front of the office or in the lobby of the office. Then, the billboards are made and located in front of the office.

• Target audiences:
The people who visit to the State – Owned Electricity Company of network service area in Surakarta and its branches.

• Execution:
The banners are put in the strategic sites since the beginning of 2010 until now.
The billboard is also located in front of every office since the beginning of 2010 until now.

• Objective:
  It is meant to inform about PLN prepaid services to the public when they are visiting the office of the State – Owned Electricity Company.

• Problem:
  Some people do not care about the banners or billboards.

(commit to user)
Using radio:

- Detail:
  
The socialization of PLN prepaid service was also conducted through programs at the local radio stations, such as: are Ria Fm, RRI, Pas Fm. The person who socialized the PLN prepaid service through the local radios stations was the Public Relations Officer of PT. PLN Persero APJ Surakarta, Mr. Soeharmanto, S. E.

- Rationale:
  
The customers of PT. PLN Persero like to listen the radio.

- Execution:
  
The socialization through Ria Fm was announced two times per month on Wednesday at 10.00 a.m – 11.00 a.m.
The socialization through RRI was announced once every month on Monday at 13.00 p.m – 14.00 p.m.
The socialization through Pas Fm was announced once every month on Tuesday or Thursday at 9.00 a.m – 10.00 a.m

PT. PLN Persero APJ Surakarta socialized the PLN prepaid service through the local radio stations in 2010 and 2011.

- Objective:
  
The objective of using radios was to inform the PLN prepaid service to the public and to influence the public who like to listen the radio. Therefore, they were interested to use the PLN prepaid service.
• Problem:
The socialization through the radio stations was limited by the time and there were not many staffs that cannot help the socialization via the radio.

- Using News Paper

• Detail:
PT. PLN Persero APJ Surakarta also used several news papers to socialize the PLN prepaid service. The news papers which were used by PT. PLN Persero APJ Surakarta to socialize the PLN prepaid service were *Solo Pos, Kompas (Warta Jateng), Suara Merdeka, Joglo Semar, Jawa Pos (Radar Solo).*

• Target audiences:
The target audiences of the socialization by using news papers were the people who like to read the news papers in Surakarta City, Wonogiry Regency, Sukoharjo Regency, Karanganyar Regency, and Sragen Regency.

• Execution:
The execution of the socialization of PLN prepaid service through news papers was done in 2010 and 2011.

• Objective:
The objective of using news paper was to inform and influence the public for using PLN prepaid service when they were reading the news papers.

*commit to user*
• Problem:

There were some people who do not like reading the news papers.

- Using television:

• Detail:

PT. PLN Persero APJ Surakarta also socialized the PLN prepaid program through the local television, namely TA TV. The socialization was free because TA TV asked PT. PLN Persero APJ Surakarta to socialize it. If PT. PLN Persero APJ Surakarta asked the socialization through TA TV, it would take the expensive cost. The person who socialized the PLN prepaid at the TA TV was Mr. Soeharmanto, S. E. When conducting the socialization, there were the question and answer sessions. The responds of the public towards the socialization were good because there were many people who take an apart at the question and answer sessions via the phone.

• Target audiences:

The target audiences of the socialization by using the local television were the people in Surakarta City, Sragen Regency, Karanganyar Regency, Sukoharjo Regency and Wonogiry Regency.

• Execution:

The socialization was conducted for two times in the beginning of 2010 and 2011.
• Objective:

The objective of using the local television was to inform and influence the people in order to use the PLN prepaid service when they were watching the program of the socialization.

• Problem:

The socialization was limited by the time because it was about 1 hour.

- Having meeting

• Detail:

The meeting to socialize the PLN prepaid service was conducted at the social gathering (arisan) and recitation. The other meetings in the model of presentation were conducted in several regions, such as: Grogol, Manahan, Gondang Rejo and Kartosuro. At those regions, PT. PLN Persero APJ Surakarta brought the registration form to take a note the people who want to use the PLN prepaid service when conducting the meeting. Then, all branches of State – Owned Electricity Company of network service area in Surakarta (UPJ) had ever got the socialization of the PLN prepaid service from PT. PLN Persero APJ Surakarta. They cover one city and four regencies. For having the meeting, there were the discussion sessions. Many people were enthusiasm to join the meeting.
• Target audience:

People were from the sector house hold and always late to pay the subscription towards PT. PLN Persero.

• Execution:

The socialization at social gathering (arisan) and recitation were ever conducted as many as three times for a month in the beginning of 2010.

The socialization at Gondang Rejo district, Grogol district, Manahan district, and Kartosuro district were conducted in 2011. At those places, the socialization was almost conducted every night in a month.

The meetings for each branches of State-Owned Electricity Company of network service area in Surakarta (UPI) were conducted in 2010

• Objective:

The objective of having meeting was to inform and influence directly the public in order to use the PLN prepaid service.

• Problem:

The staff and the time to socialize the PLN prepaid were limited.

2. The existing condition of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service

Public Relations Division of PT. PLN Persero APJ Surakarta has conducted several ways to socialize the PLN prepaid service to the societies however the result of socialization does not reach a good result. The result of
socialization is about 7.2% from the target. To reach a good result, that condition can be solved by taking a new communication plan to socialize it. Before taking a new communication plan, it is better to explore the existing condition of company in socializing the PLN prepaid service. The existing condition will show the strengths, weaknesses, opportunities, and threats of company in socializing the PLN prepaid service. The existing conditions of PT. PLN Persero APJ Surakarta in socializing PLN prepaid service to the societies are, such as bellow:

**Table 4.1** the existing condition of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service

<table>
<thead>
<tr>
<th>Strengths</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>- PT. PLN Persero APJ Surakarta is State-Owned Corporation of Indonesia that has big financial capacity to conduct the socialization of the PLN prepaid service.</td>
<td></td>
</tr>
<tr>
<td>- PT. PLN Persero APJ Surakarta is the company which monopolizes the electricity power in Surakarta city and the other regencies.</td>
<td></td>
</tr>
<tr>
<td>- PT. PLN Persero APJ Surakarta</td>
<td></td>
</tr>
<tr>
<td>Weaknesses</td>
<td>Opportunities</td>
</tr>
<tr>
<td>------------</td>
<td>---------------</td>
</tr>
<tr>
<td>- The public relations officer of PT. PLN Pesero APJ Surakarta is just one person.</td>
<td>- There are no complaints from the people using PLN prepaid</td>
</tr>
<tr>
<td>- The number of beegenzer for the PLN prepaid service is limited.</td>
<td></td>
</tr>
<tr>
<td>- There is no much time for the staff of PT. PLN Persero APJ Surakarta to socialize it.</td>
<td></td>
</tr>
<tr>
<td>conducts socialization through several ways.</td>
<td></td>
</tr>
<tr>
<td>- Beegenzer of the PLN prepaid program can be used for 20 years.</td>
<td></td>
</tr>
<tr>
<td>- The PLN prepaid service gives more benefit towards societies.</td>
<td></td>
</tr>
<tr>
<td>- No administrative fee to be paid by customers when they want to use the PLN prepaid service.</td>
<td></td>
</tr>
<tr>
<td>Threats</td>
<td>- Many people do not know exactly what PLN prepaid service.</td>
</tr>
<tr>
<td>---------</td>
<td>----------------------------------------------------------</td>
</tr>
<tr>
<td></td>
<td>- Many people just know the PLN prepaid program when they are at PLN office</td>
</tr>
<tr>
<td></td>
<td>- There are many houses that still do not use the PLN prepaid service.</td>
</tr>
<tr>
<td></td>
<td>- Many people are feel satisfied with the work of PT. PLN Persero APJ Surakarta in giving service for the PLN prepaid program.</td>
</tr>
<tr>
<td></td>
<td>- Many people think they get benefit after using PLN prepaid service.</td>
</tr>
<tr>
<td></td>
<td>- Many people are feel satisfied after using PLN prepaid service.</td>
</tr>
<tr>
<td></td>
<td>- People know easily where the places to buy the voucher for PLN prepaid service.</td>
</tr>
</tbody>
</table>
- Many people also do not care about the socialization of PLN prepaid service.

After exploring the existing condition of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service, there are some strengths, weaknesses, opportunities, and threats which are faced by the company. They can assist the company to improve the socialization of the PLN prepaid service towards the societies by taking the new communication plan.

This is the comparison between the old and new communication plans of PT. PLN Persero APJ Surakarta to socialize the PLN prepaid service and influence the public in order to use the PLN prepaid service.
Table 4.2 the comparison between the old and new communication plans of PT. PLN Persero APJ Surakarta to socialize and influence the public in order to use the PLN prepaid service

<table>
<thead>
<tr>
<th>No</th>
<th>The old communication plan</th>
<th>The new communication plan</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Brochures</td>
<td>Meeting “the socialization of PLN prepaid service with the local government “</td>
</tr>
<tr>
<td>2</td>
<td>Banners and billboards</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Radio - Pas Fm - RRI - Ria Fm</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>News papers - Solo Pos - Kompas (Warta Jateng) - Suara Merdeka - Joglo Semar - Jawa Pos (Radar Solo)</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Local television - TA TV</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Meetings - Presentation - Social gathering - Recitation</td>
<td></td>
</tr>
</tbody>
</table>
The table above shows the comparison of the old and new communication plans of PT. PLN Persero APJ Surakarta to socialize the PLN prepaid service and influence the public in order to use the PLN prepaid service. There are six kinds of media which are used by the Public Relations Officer of PT. PLN Persero APJ Surakarta to socialize the PLN prepaid service and influence the public in order to use the PLN prepaid service. The new communication plan which is proposed by the writer to the PT. PLN Persero APJ Surakarta to socialize the PLN prepaid service and influence the public in order to use the PLN prepaid service is by having a meeting. The meeting, the new proposed communication plan, will be explained in detail in the next discussion.

B. The proposed communication plan believed to be more appropriate for PT. PLN Persero APJ Surakarta to socialize the PLN prepaid program.

Based on the result of the existing condition and several ways used by PT. PLN Persero APJ Surakarta to socialize the PLN prepaid service, there are several problems which can impede the success of the PLN prepaid program towards societies. Therefore, there must be the change of the way to socialize or influence the people in order to use the PLN prepaid service. The writer would like to propose the new communication plan based on Bernstein’s wheel which can be used as reference to success in the PLN prepaid program.
The proposed communication plan based on Bernstein’s wheel.

Regarding the structure above, the writer chooses the product as the channel of communication and government as the second target which can influence the main target or the public in order to use the PLN prepaid service. The writer uses the local government because it is the institution which is close to the public. In this case, the local government can make several policies or promote the PLN prepaid service in order to be able to influence the publics for using PLN prepaid service. In short, PT. PLN Persero APJ Surakarta coorporates with the local government of Surakarta City, Wonogiry City, Sukoharjo Regency, Karanganyar Regency and Sragen Regency.

To realize the coorporation, there must be a plan that must be prepared. The plan is done by having a meeting arranged by PT. PLN Persero APJ Surakarta to coorporate with the local governments. The plan is as follows:
Having a meeting:

Event : the socialization of PLN prepaid with the local government.

Participants : the neighbourhood communities of each house villages in the city or each regencies.

Purpose : to socialize the PLN prepaid service and influence the public in order to use the PLN prepaid service.

Venue : the hall or the ball room of the city hall

Date : based on the policy of PT. PLN Persero APJ Surakarta and the local governments.

Time : 07.30 p.m – 10.00 p.m

In having the meeting, the number of days and date can be arranged by the committee. The writer uses the neighbourhood communities because it is expected to be able to convey the PLN prepaid service to the societies and influence the public to use the PLN prepaid service. When the socialization is conducted, it must be attended by the Public Relations Officer of PT. PLN Persero APJ Surakarta and the officials of the local government. While having the meeting, the socialization must be conducted well and the effort to influence the audiences for using the PLN prepaid service must be showed by the presenter or the committee. At the same time, the brochures of the PLN prepaid service must
be distributed to the attendants and the event must also be broadcasted via local television, local radio and quoted in local newspapers.

Before doing that, it is also better to make standard of procedure. The function of the standard of the procedure is to be the blue print to conduct the event. The proposed standard of procedure of the event to socialize the PLN prepaid service with the local government is shown bellows:

The socialization of the PLN prepaid service to the societies with PT. PLN Persero APJ Surakarta and Local Government

- Administrative Requirements
  - Confirmation letter of PT. PLN Persero APJ Surakarta is sent to the local government on one month before the execution.
  - Confirmation letter must also contain:
    - The purpose of the event
    - The target of audience
    - The date and time for the execution
    - The venue of the event
    - The official of PT. PLN Persero APJ Surakarta and the local government attending the event
  - The Public Relations Division of the local government must convey the information of the event towards the neighbourhood communities through interrelated Regional Work Unit (SKPD) on five days before the execution.

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➢ The Public Relations Division of PT. PLN Persero APJ Surakarta and local government of Solo City and the four regencies must also convey the event to societies through newspaper in the form of press release.

- Technical Requirements
  ➢ There must be a meeting between PT. PLN Persero APJ Surakarta and Local Government before the event is carried out to confirm the event.
  ➢ The event is conducted at the ballroom of the city hall.
  ➢ When conducting the event, the socialization must use Javanese and Indonesian language in order to be understood easily by the audiences.
  ➢ When conducting the event, the socialization must use the presentation of the PLN prepaid service in order to be easier to be understood by the audiences.
  ➢ The number of the audiences and the date are based on the policy of the committee how to manage them.
  ➢ When conducting the meeting, the brochures of the PLN prepaid service must be distributed among the attendances.
  ➢ The banners and pennant flags of the PLN prepaid service must be located at the strategic places when conducting the event.
  ➢ When conducting the socialization, there must be question and answer sessions for the audiences.
There must also be the local television, radio and journalist which cover the event.

The socialization must use the suitable tools, such as: microphone, laptop, LCD and etc.

There must be the entertainment to avoid the boring situation.

- Procedure of the meeting

  - PT. PLN Persero APJ Surakarta and the local government must have agreement before they do the event.

  - PT. PLN Persero APJ Surakarta must confirm the local government about the purpose of the event, the target of the audiences, the date and time of execution, the venue of the event and the official of PT. PLN Persero APJ Surakarta and the local government attending the socialization.

  - The local government must disseminate the legal invitation towards the neighbourhood communities in order to attend the meeting through the interrelated Regional Work Unit (SKPD) on 5 days before the execution.

  - The execution of the event is ready to conduct.

  - Before the presenter present the PLN prepaid to the neighbourhood communities, the official of PT. PLN Persero APJ Surakarta and the local government give the short speech.

  - After that, the presenter is ready to socialize the PLN prepaid to the attendants.
➢ When conducting the event, there must be entertainment to avoid the boring condition.

➢ Then, there must be question and answer sessions.

➢ After that, the brochures of the PLN prepaid service must be disseminated to the audiences.

➢ The event must be conducted continually from one city to the other regencies.

By applying the standard of procedure in conducting the event, it is expected that:

➢ The condition of the real meetings is suitable with the standard of procedure.

➢ The event will be easier to handle.

➢ The committee of the event can manage the unwanted condition.

Based on the proposed communication plan from the writer, it is expected that PLN prepaid program can run well and the total target of customer for using PLN prepaid service can be reached by the company.
CHAPTER V
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 presented below:

A. How are the communication management and the existing condition of PT. PLN Pesero APJ Surakarta in socializing PLN prepaid service to the societies?

1. The communication management of PT. PLN-Persero APJ Surakarta in socializing the PLN prepaid service to the societies.

Before PLN prepaid service is socialized to the public, it has to pass the evaluating process which strives to make sure whether there are problems or not with the PLN prepaid program. The evaluating process also explains how PLN prepaid is established by the manager until it is informed or socialized to the public through several media. The media which are used by PT. PLN Persero APJ Surakarta in socializing PLN prepaid service are brochures, banners and billboards, radios, newspapers, televisions and meetings.

2. The existing condition of PT. PLN Persero APJ Surakarta in socializing the PLN prepaid service.
   a. Strengths
      • PT. PLN Persero APJ Surakarta is State – Owned Corporation of Indonesia that has a big financial capacity to conduct the socialization of PT. PLN prepaid
      • No administrative fee to be paid by the public when they want to use PLN prepaid service

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• PT. PLN Persero APJ Surakarta is the company which monopolizes the electricity power in Surakarta city and the other regencies
• PT. PLN Persero APJ Surakarta conducts socialization through several media/ways
• Begenzer of PLN prepaid program can be used for 20 years
• PLN Prepaid gives more benefit to the societies

b. Weaknesses
• The Public Relations Officer of PT. PLN Persero APJ Surakarta is just one person
• The number of beegenzer for PLN prepaid service is limited
• There is no much time for the staff of PT. PLN Persero to socialize it

c. Opportunities
• There are no complaints from the people using PLN prepaid service
• People know easily where to buy the voucher of PLN prepaid service
• Many people think that they get benefit after using PLN prepaid service
• Many people are feel satisfied after using PLN prepaid service
• Many people are feel satisfied with the work of PT. PLN Persero APJ Surakarta in giving service for the PLN prepaid program
• There are many houses that still do not use PLN prepaid service
• Many people just know the PLN Prepaid program when they are at PLN office
d. Threats

- Many people do not know exactly what PLN Prepaid is
- Many people also do not care about the socialization of PLN prepaid service.

B. What possible communication plan proposed by the researcher which is believed to be more appropriate for PT. PLN Persero APJ Surakarta to socialize the PLN prepaid program?

The proposed communication plan from the writer which is believed to be more appropriate for PT. PLN Persero APJ Surakarta to socialize PLN prepaid program is informed by the Benstein’s wheel. The process of the proposed communication plan based on the Benstein’s wheel is as follows:

The writer chooses the product as the channel of communication and government is the second target which can influence the main target or publics to use the PLN prepaid service. The writer uses the local government because it is the institution which is close to the public. In this case, the local government can make several policies or promote the PLN prepaid service in order to influence the public to use the PLN prepaid service. Since the scope of work of PT. PLN...
Persero APJ Surakarta covers one city and four regencies, it coorporates with the local governments at those cities and regencies.

To realize the coorporation, there should be a meeting arranged by PT. PLN Persero APJ Surakarta to coorporate with the local governments. The plan is as follows:

Having a meeting:

Event : the socialization of PLN prepaid with local government

Participants : the neighbourhood communities of each house villages in the city or each regency

Purpose : to socialize PLN prepaid service and influence the public in order to use PLN prepaid service

Venue : the hall or the ball room of the city hall

Date : based on the policy of PT. PLN Persero APJ Surakarta and the local governments

Time : 07.30 p.m – 10.00 p.m

The writer chooses the neighbourhood communities as the attendants because it is expected to be able to convey about PLN prepaid service to the public and influence the public in order to use PLN prepaid service. Before conducting the event, the writer also proposes the standard of procedure. The function of the standard procedure is to be the blue print to conduct the event.

B. Suggestion

Based on the conclusion above, the writer would like to give several suggestions that can assist PT. PLN Persero APJ Surakarta to reach the success in socializing PLN prepaid to the public. They are:

commit to user
1. PT. PLN Persero APJ Surakarta should add the professional staff of Public Relations Division in order to be able to ease the company in socializing PLN prepaid program.

2. The number of Begener for PLN prepaid must be increased.

3. When conducting the socialization, PT. PLN Persero APJ Surakarta must conduct better in terms of planning and evaluation.