The Promotion Strategy of Public Relations Division of
Sahid Surakarta University

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

Final Project Report:
PROMOTION STRATEGY OF PUBLIC RELATIONS DIVISION OF SAHID
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MOTTO

"Be more concerned with your character than your reputation, because your character is what you really are, while your reputation is merely what other think you are"

- John Wooden -

“The biggest adventure you can ever take is to live the life of your dreams.”

- Oprah Winfrey -

“If you can’t fly then run, if you can’t run then walk, if you can’t walk then crawl, but whatever you do you have to keep moving forward”

- Martin Luther King -
DEDICATION

This final project is dedicated to:

Allah SWT

My beloved parents and my only brother

My beloved university

Someone who has completed my life for more than 1.5 years

My best friends who have struggled with me for all these years

Sahid Surakarta University
PREFACE

Firstly, the writer would say thank to ALLAH SWT, who always gives miracles to him. Secondly, the writer also expresses his gratitude to everyone who has supported and gives a lot of assistance from the beginning to the end of writing process of final project entitled “The Promotion Strategy of Public Relations Division of Sahid Surakarta University”.

The final project contains the information based on the observation and interview done by the writer with the problems and solutions included.

This report is relatively far from being perfect, so the writer needs suggestions in order to improve this final project. Hopefully, this final project is able to give information to the readers.

Surakarta, September 2012

Apbiyanaries pratama
ACKNOWLEDGMENT

Alhamdulillahi robi’l-’alamin,

The almighty Allah SWT my savior, with His blessing I can finish the final project report. I realize that the final project report is not perfect. On the writing process of this final project report I faced a lot of difficulties, therefore I would like to thank to those who gave me help and support.

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4. All lectures of English Diploma Program who has educated me.
5. The Head of Public Relations Division of USAHID Drs. Musta’an, M. Ag , The Head of Communication Study Program of USAHID Paramasthu T A, S. Sos , “Mbak” Chatia, “Mbak” Pondra, “Mbak” Fitri ,”Mbak” Tika, “Pak” Bambang , “Mas” Agus and all of USAHID staffs that can not be mentioned one by one who have given me a lot of experiences.
6. My beloved parents “Agung Subiyanto & Sri Sartini” who have taught me about the meaning of life.
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11. CLOSED Crew “Seno Sendok, Arif Emon/Dora, Dede, Galih, Nando, Adit Mbahe, Arya, Furqon Kicing, Arif Babi, Dika Paijo, Ipram, Eka, and Seno’s family. Thank you friends you have always supported me. Our friendship never ends guys!


13. Everyone who can not be mentioned one by one. I realize that this final project has many weaknesses. Therefore, I will be pleased to accept criticism and suggestion to make this final project better.
ABSTRACT

Apbiyanaries Pratama. C9309014. The Promotion Strategy of Public Relations Division of Sahid Surakarta University, English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done at Sahid Surakarta University (USAHID) within one month in Public Relations Division and the section of Communication Study Program. The data of this report were gained by doing interview and observation in Sahid Surakarta University. The observation was conducted when the writer was on job training and on the field. The interviews were done to the internal and external publics related to the purpose of the research.

The purposes of this final project report are to evaluate the existing promotion strategy done by Public Relations Division of Sahid Surakarta University to prospective students and to plan a promotion strategy for Public Relations Division of Sahid Surakarta University.

After obtaining the data, the writer evaluated the data to explore the existing promotion strategy of Public Relations Division of USAHID. Promotion strategies that are effective and complex such as Promotion Mix are needed to increase the marketing of a product or service. The writer tries to group the promotion strategies done by the Public Relations Division of USAHID based on Promotional Mix that are advertisement, personal selling, publicity and sales promotion.

USAHID has done good promotion strategies. But, from all of the promotion strategies, there are some less effective promotion strategies. So, the writer proposes improvement to make the promotion strategy in USAHID more effective, such as fixing the planning process of Public Relations through the evaluation of the estimation number of brochures and leaflets by comparing the previous promotion activities, appointing a person to operate the website and fan page of facebook to make the promotion through internet controlled well, adding some officers to create a promotion team which specially does the promotion activities, improving the presentation by using Powerpoint slide and projector, allocating the funds for TATV to hold an Open House, recommending elimination of voucher and allocating the funds into scholarship funds.

Hopefully, this final project report can be a reference for the Public Relations Division of USAHID to make the promotion strategy more effective.
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CHAPTER I

INTRODUCTION

A. Background

Currently, the state and private universities in Indonesia already start to develop. This development gives rise to new universities in Indonesia, which causes competition between them. The competition is to attract the interest of prospective students who want to continue their education from High School to University. To attract prospective students’ interest, state or private university does promotion as a way to notify and inform the superiority of their university.

Private university must have new innovation while doing promotion to prospective students, because if they only use the same way like the year before, there would not be enhancement. Private university must be able to attract the interest of prospective students in the most creative and innovative way, because the competition of private university is very tight.

Sahid Surakarta University (USAHID) is one of private universities in Surakarta, located on Adisucipto Street No.154 Jajar, Solo. As a private university they have to intensively promote to schools or institutions to get students. The Division who is responsible for the activities of promotion at Sahid Surakarta University is Public Relations Division. The Public Relations Division becomes one part with Marketing Division and Admission of New Student (PMB)
because the promotion team has not been formed, so promotional activities become public relations activities.

To increase the quality of promotional activities, Public Relations have to use the right promotion strategy. Promotion is one of variables in marketing mix that is very important to be enforced by a private university to promote the university. By doing this promotional activity, Public Relations Division of Sahid Surakarta University is able to give information to prospective students and persuade them to join Sahid Surakarta University.

The progress of Sahid Surakarta University certainly is caused by the promotional activities that make the relation between the producer and the consumer closer. The producer in this case is Sahid Surakarta University and the consumer is the prospective students. Sahid Surakarta University is one of the private universities that need good promotion strategies to attract the prospective students’ interest. Public Relations Division of Sahid Surakarta University does promotion activity to introduce all about Sahid Surakarta University to the target market. The information includes anything that becomes its superiority, facilities owned, and the study programs that are offered by Sahid Surakarta University. Public Relations of Sahid Surakarta University has done promotion to various regions and the main target promotion is areas outside Surakarta, such as Boyolali, Sragen, Wonogiri, Karanganyar, etc. In addition, Public Relations of Sahid Surakarta University also cooperates with some media like SOLOPOS, JOGLO SEMAR, SINDO, and TATV.
Public Relations Division of Sahid Surakarta University should do promotion strategies that are creative and innovative to attract prospective students to join Sahid Surakarta University and to compete with other various universities. Sahid Surakarta University as a private university is an independent institution which is not subsidized by the Government. So they should find their own source of income by doing promotion in order to get students. In the other hand, state universities get subsidies from government, so they are not as extensive as the private university to promote the universities. Public Relations Division of Sahid Surakarta University must work hard in doing promotion activity to make their university prosperous. Therefore, the writer is interested in reporting the promotion strategy of Public Relations division of Sahid Surakarta University in doing socialization to their prospective students. The writer takes the title: "Promotion Strategy of Public Relations Division of Sahid Surakarta University"

B. Objectives

The objectives of this paper are:

1. To evaluate the existing promotion strategy of Public Relations Division of Sahid Surakarta University
2. To plan a promotion strategy for Public Relations Division of Sahid Surakarta University
C. Benefits

The writer hopes this report can give advantages to:

1. The Readers

This report can give the readers more information about the activities of Public Relations Division of Sahid Surakarta University

2. Public Relations Division of Sahid Surakarta University

The report is expected to be able to add information on how to improve the promotion strategy of Public Relations Division of Sahid Surakarta University.
CHAPTER II

LITERATURE REVIEW

A. The Definition of Public Relations

The concept of Public Relations has various versions of meanings. According to Fraser P. Seitel, The senior Vice President and Director of Public Affairs of The Chase Manhattan Bank, Public Relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance, and corporation between an organization and its publics; involves management of problems or issue; helps management to keep informed on and be responsive to public opinion; defines emphasized reasonability of management to serve public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication techniques as its principle tools. (in Elvinaro and Soemtrat, 2003: 13)

Another definition is suggested by Frank Jefkins. He states that "Public Relations is a communication system intended to create goodwill. Public Relations consists of every forms of planned communication, outwards and inwards, between organization and its public for the purpose of achieving specific objectives concerning mutual understanding” (in Rachmadi, 1992: 18).

While, according to Ruslan (2007: 17) , “Public Relations practice is the art and social science of analyzing trends, predicting their consequence, counseling organization’s leadership, and implementing planned programs of action, which will serve both organization’s and the public interest”.

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International Public Relations Association (IPRA) defines Public Relations as “A management function from planned and sustainable characteristic of organization and private institution or public to gain understanding, sympathy, and support with public opinion research” (in Ardianto, 2002: 14).

Based on the definitions above, it is absolute that all of the activities done by Public Relations officer are to get better understanding, goodwill, trust, acceptance, and corporation from the public to the organization or company. So it finally can help the organization to reach the purpose or what the organization wants.

B. The Activities of Public Relations

According to Cultip and Center, there are eight activities of Public Relations, they are:

1. Publicity

Publicity is information from an outside source that is used by the media because the information has news value. It is an uncontrolled method of placing massages in the media because the source does not pay the media for placement. To generate publicity, the source must know what information will attract media attention, identify a newsworthy angle and lead, and write and package the information appropriately for each media.
2. Advertising

Advertising is information placed in the media by an identified sponsor that pays for the time or space. It is a controlled method of placing messages in the media.

3. Press Agernty

Press agentry creates newsworthy stories and events to attract media attentions and to gain public notice.

4. Public Affairs

Press affair is a specialized part of Public Relations that builds and maintains governmental and community relations in order to influence public policy.

5. Issues Management

Issues management is the proactive process of anticipating, identifying, evaluating and responding to public policy issues that affect organizations’ relationship with their publics.

6. Lobbying

Lobbying is a specialized part of Public Relations that builds and maintains relationship with government primarily for the purpose of influencing legislation and regulation.
7. Investor Relation

Investor relation is a specialized part of corporate Public Relations that builds and maintains mutually beneficial relationship with shareholders and others in the financial community to maximize market value.

8. Development

Development is a specialized part of Public Relations in non-profit private organization that builds and maintains relationships with donors and members for the purposes of securing financial and volunteer support. (Cultip and Center, 1999: 9)

C. Definition of Promotion

Promotion is a marketing communication. That means marketing activities try to give information, to influence / to persuade and to remind the target market or company and their products in order to willingly accept, purchase and be loyal to products offered by company (Tjiptono, 2001: 219).

While, according to Basu Swastha and Ibnu Sukotjo (2002: 222), promotion is one of the marketing mix variables that is used by the company to hold communication with market. Promotion is also often considered as a” continuing process” because it can lead to further activities of the company.

From the definitions above, it can be inferred that promotion is a tool of communication and delivery of messages done either by the company or an intermediary for the purpose of providing information on the products, price and
place. That information persuades and reminds consumers, an intermediary, or a combination of both.

D. Purpose of Promotion

There are a few things that a company wants to achieve through promotion activities. This is expressed by Dharmesta and Irawan (2005: 353-355) as follows:

1. Modification
Promotion tries to change the behavior and opinions and reinforce the existing behavior. The seller (as a source) always tries to create a good impression about company goods (institutional promotion) or encourage consumers to purchase them and give services to them on behalf of the company.

2. Informing
Promotional activities can be shown to tell the intended market about Supply Company.

3. Persuading
To persuade in the promotion is generally not liked by most of the public. However, the statement of seller is now quite persuasive.
4. Reminding

Promotions are done mainly to keep reminding the brand products in the heart of the public and need to be done during the stage of maturity in the life cycle of the product.

E. Promotion Mix

The development of an effective promotion strategy is heavily dependent on how the company is doing well the initial stages in the process of marketing management, especially with understanding consumer behavior, market segmentation, competitive analysis, determination of the target market and product positioning. Promotional mix contains a combination of strategies, including the variables of advertising, personal selling and other promotional tools, all of which is planned to achieve the goals of the sales program: increase the number of sales in order to increase the amount of profit gained as well (Swasta and Irawan 1985: 353).

Promotion mix is a combination of various types of promotion that exist for the same product, so that the result of promotional activities performed can produce maximum results. According to Basu Swasta and Irawan (1985: 355), there are several factors that influence the determination of the best combination of promotion mix variables. The factors are:

a. magnitude of funds being used for promotion

b. market characteristics
c. type of products that are promoted

d. stages in the life cycle of goods

According to Peter and Oslon, (in Rangkuti, 2009: 177) marketers develop the promotion to communicate information about their products and influence consumers to buy it to create and sustain differential advantage of what is offered by a competitor, so the most successful products and brands need promotion. The four variables of promotional mix are:

1. Advertising

According to Freddy Rangkuti (2009:23), advertising is defined as a form of nonpersonal achievements that must be paid for by the sponsors to present an idea or ideas of promotion of certain goods or services.

In practice, advertising has been regarded as management of image which is aimed at creating and maintaining the meaning in the minds of consumers and the goal of advertising is how to influence the purchasing behavior of the consumer.

According to Freddy Rangkuti (2009:23-26) advertising can be presented in a variety of forms and media, such as:

1. Print Media
   a. Newspaper
   b. Magazine
c. Brochure and Leaflet
d. Direct Mail

2. Electronic Media

Electronic media is the most effective media and widely used by a company, because this media is able to reach all strata of society. Electronic media consist of audio media and audio visual media.

a. Audio Media

In audio media, only voice can be heard. In this case it is the radio and telephone. Audio media is most used because the cost of advertising on the radio is less expensive.

b. Audio Visual Media

That is a media that can be seen and heard, such as: television, internet, and cinema. This media costs relatively expensive because it really needs special skills and proficiency in the process of delivery.

3. Outdoor Media

a. Billboard
b. Signboard
c. Sticker
d. Personal Selling
2. Personal Selling

According to YS. Gunadi (1998: 87), personal selling is another effort to increase the sales using marketing labor, either man or woman (salesman and salesgirl) who is in charge in the company and outside the company.

According to Terence A. Shimp (2003:5), personal selling is a form of communication between individuals where salesperson/salespeople inform, educate, and persuade the prospective buyers to buy products or services of the company.

The characteristic of personal selling can be said more flexible because salespeople are able to directly adjust the sales quote with the needs and behavior of each prospective buyer. Besides that, salespersons can know immediately the reaction of the prospective buyer toward the sales quote. So they can hold adaptation in place at that time as well.

When compared to the advertising media, the message delivered through this medium is addressed to people who are actually not prospects (prospective buyers/users). Otherwise through personal selling, the company already faces with the potential prospective buyer. Communication tools used in personal selling are: sales presentations, sales meeting (gathering), and intensive program and sample of salespeople.
3. Publicity

According to YS. Gunadi (1998:94), publicity is the use of specific techniques in an effort to lead and to attract public’s attention for the activities of company or agency through brochure, leaflet, pamphlet, banner, etc.

According to Kottler and Amstrong (2003:27), publicity is an activity to promote the company or its products by containing news about that subject not being paid by the sponsor. The form of information is news not advertising.

Communication tools that are used when doing publication are: press conference, a speech or seminars, open house, annual report, donations and public relations. Like an advertisement, the publicity describes mass communication, but it is not as an advertisement. Company Sponsor does not put out the cost of time and space to advertise. Publicity is usually done in the form of news or editorial comments about the products or services of the company. These forms are loaded in the print media or TV free of charge because media representatives assume the information is important and should be delivered to the publics. Thus the publicity is not financed by the company. Publicity can bring up the introduction of a high level sales because consumers can monitor closely related products or services. In addition, the publicity also helps to develop long term relationships between companies and consumers.
4. Sales Promotion

According to Basu Swastha and Ibnu Sukotjo (2002:229), sales promotion is a term that is different from “promotion”, although it is equal in using word “promotion”. Sales promotion is one of the activities in the promotion. In the sales promotion, companies use tools like displays, exhibition, demonstration, gift, sample of goods, etc, so these activities can be used in other promotion activities.

According to Monle Lee & Carla Johnson (2004:334-346), sales promotion methods can be grouped into two:

1. Trade-oriented Sales Promotion

Types of techniques of trade-oriented sales promotion are:

a) Trade allowance: Discount offered by producers or marketers to distribution channel members (distributors, wholesalers, retailers) usually as a short-term promotional incentive.

b) Count and recount: a form of sales promotion targeted at intermediaries through whom rebates are given for all stock sold during a specified promotional period.

c) Point of purchase display: An impulse to buy and sell the product on the spot.

d) Push money or spiff: An extra commission paid to retail employees to push products.
2. Customer-oriented Sales Promotion

Types of techniques of customer-oriented sales promotion are:

a) Coupons: a negotiable certificate that can be detached and redeemed as needed

b) Refunds and rebates: Compensation paid to a customer for over-invoicing or for returned goods.

c) Sweepstakes: Promotional scheme in which prizes are given to winners selected only by chance (at random) from the entries received.

d) Premiums: Merchandise offered free or at reduced price to make a combined offer (see bundling) more attractive to the customer.

e) Sampling: allows consumers to try the product either in-store or via free samples before buying its product.

f) Continuity program (Frequent-user incentives): retain brand users over a long time period by offering ongoing motivation or incentives.
CHAPTER III

DISCUSSION

A. Brief History of Sahid Surakarta University

Sahid Surakarta University (USAHID) was established based on the advice and ideas from Prof. Dr. H. Sukamdani Sahid Gitosardjono who provided direction to split the Sahid Tourism Academy (AKPAR SAHID). The form of support and permit from Prof. Dr. H. Sukamdani Sahid Gitosardjono as Founder and Chairman of the Board of Trustees Foundation for Education and Social Sahid Jaya is by publishing the establishment decree of USAHID No: 044/KPP-YSJ/Kpts/VIII/2001 dated August 30, 2001.

On the way of obtaining permits from Prof. Dr. H. Sukamdani, official permission was finally obtained for the establishment of USAHID from the Minister of Education No: 184/D/0/2002 dated August 22, 2002 and courses organized by USAHID in accordance with the permit are all strata 1 programs, including "Interior Design, Design Visual Communication, Psychology, Communication Science, Business Administration Studies, Computer Science and Industrial Engineering.

Foundation for Education and Social Wealth Sahid Jaya was responding to the public complaints about health services which were less of quality and the increasing development of health infrastructure, such as health facilities like
hospitals, health centers, maternity hospital and clinic. In terms of Government policy, private as the partner of government should be responsible with the effort to meet the needs of social service and health equity.

Based on this consideration, Education and Social Welfare Foundation of Sahid Jaya through Sahid Surakarta University opens Nursing Science Study Program in order to meet community needs for professional human resources in the field of nursing. On 28 September 2004 the University received operating license of the Sahid Surakarta Nursing Science Program from the Directorate General of Higher Education Department of National Education No. 3851/D/T/2004. There are 8 programs in USAHID, they are as follows:

I. FACULTY OF ART AND DESIGN

NO MAJOR / DEGREE STUDY PROGRAM OPERATION PERMIT

1. Interior Design    S-1 184/D/0/2002


II. FACULTY OF ENGINEERING

NO MAJOR / DEGREE STUDY PROGRAM OPERATION PERMIT


2. Industrial Engineering   S-1 2583/D/T/2004
III. FACULTY OF HEALTH

NO MAJOR / DEGREE STUDY PROGRAM OPERATION PERMIT

1. Nursing  S-1 3851/D/T/2004
2. Psychology  S-1 2590/D/T/2004

IV. FACULTY OF COMMUNICATION AND MANAGEMENT

NO MAJOR / DEGREE STUDY PROGRAM OPERATION PERMIT

2. Business Administration  S-1 611/D/T/2005

1. Vision, Missions and Purpose of Sahid Surakarta University

   a. Vision

To become a prominent university that organizes good education, culture, science and entrepreneurial technology.

   b. Missions

   • To implement competency-based education.

   • To implement entrepreneurial education.

   • To fulfill the facilities and infrastructure of the study program based on the minimum standards.
- To improve the quality of teacher’s education to the level of S2 and S3.

- To add and develop software and learning support facilities.

c. **Purposes**

The main task of USAHID is to conduct academic and/or vocational education in the disciplines of science, technology and art (science and technology).

To organize these basic tasks, USAHID has the functions:

- To implement education and teaching, as well as the development in higher education level.

- To carry out research in the development of science and technology.

- To carry out community service.

- To carry out academic development and its relationship to the environment.

- To carry out inter-agency cooperation.

- To carry out administrative service activities.
d. Organizational Structure of Sahid Surakarta University

- Public Relations and Marketing Division

Public Relations Division and Marketing Division are the divisions under the Vice Rector I on Marketing field, admision of new students and Public Relations activity. The Public Relations and Marketing Division are led by a head of division.
Public relations has the task of processing and delivering a variety of information about circumstances and development of the university. While, Marketing Division has a duty to capture prospective students through promotional activities. In carrying out its duties, the marketing division is assisted by the entire committee of The Admission of New Student (PMB)

2. The Writer’s Activities Doing the Job Training

The writer took the job training for a month in Sahid Surakarta University. On the first 2 weeks the writer was placed in the Public Relations Division of Sahid Surakarta University located on the basement. After that for the next two weeks the writer was transferred to the third floor on the section of communication study program. The writer did apprenticeship activities every day from Monday to Friday at 08:00 to 17:00. While the activities of the writer during the internship for a month were as follows:

• Inputting data

The inputted data were student data obtained from the socialization in senior high schools. The data were feedbacks from students to the Sahid Surakarta University which were processed and recorded by the Public Relations. The data contained the students’ interest to continue to college or to work. Inputted data that had been completed were then divided into two categories, namely the interest of students to go to college and the desire to work. Then the PR would do the follow up by sending a letter to offer a lecture at the University of Sahid
Surakarta for students who were interested in continuing their education to college.

- Helping set up equipments for educational exhibit in Jombang

The writer helped the Public Relations of Sahid Surakarta University to prepare everything that would be brought to Jombang for the educational exhibition which was held on 16-18 January 2012 at the Merdeka Government Gor Dati II Jombang. Here, the writer checked the completeness of the items to be taken, such as brochures, calendars, registration forms, student data, X banners, table decorations, tablecloths.

- Doing socialization to SMK Bhakti Karya Simo and SMK Plus Bina Insani Susukan, Semarang

In this activity, the writer was directly invited to participate in the socialization conducted by the Public Relations of Sahid Surakarta University. In this activity, the Public Relations of Sahid Surakarta University did promotional activities by doing presentation in front of the students and explaining all about Sahid Surakarta University, such as the excellences of USAHID and the tuition. The writer helped in the presentation activity and distributed brochure and leaflet.

- Visiting high schools and vocational schools in Sukoharjo area to request the allocation of time

The writer with two staffs of the Sahid Surakarta University went around the areas of high school and vocational school in Sukoharjo by driving an
operational car. They went there by bringing letters and calendars as a proof of visit. This activity was done to stay in touch and to ask for the allocation of time for socialization in order to introduce Sahid Surakarta University to the students.

• Setting up equipments that would be brought for the socialization at SMK Bina Patria 2

The writer with the Public Relations of Sahid University Surakarta prepared equipment that would be brought to do socialization at Bina Patria 2, such as study program brochures, leaflets, calendars, registration forms, and student data.

• Creating a Profile of the Communications Study Program of Sahid University Surakarta

The writer was asked to create a program profile for Communication Study Program at Sahid Surakarta University. This task was given to the writer so that the writer could learn more about Communication Study Program at Sahid Surakarta University. Then, the profile of Communication Study Program would be made into a booklet as one of the promotional media provided in USAHID.

• Recapping the results of students’ questionnaires to the faculty

The writer was given a feedback questionnaire sheets filled by students. The sheet contained a monitoring faculty performance during the first semester. The writer recapped the questionnaires by counting the number of how many students answered yes and no.

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• Clipping

In this activity, the writer was told to look for news in printed media about Sahid University news and then to clip the news. Results of clipping would be calculated into percentages each year. This clipping is to determine the percentage of appearance of news about the Sahid University Surakarta in printed media.

• Conducting socialization in Jepara

The writer with the staffs of USAHID visited SMK Muhammadiyah 1 Keling, Jepara to do socialization and to make cooperation about registration and recruitment of students.

B. Promotion Strategy of Public Relations Division of Sahid Surakarta University

Promotion is the activity carried out by Public Relations Division of Sahid Surakarta University to introduce or inform about USAHID, but it aims to do promotion in the search for students or to attract prospective students to enroll to USAHID. Based on observation, Public Relations Division of Sahid Surakarta University had done efficient promotional strategies to its target market. USAHID used a variety of promotional strategies to introduce the university to all of the prospective students. Therefore, the writer tries to group the promotion strategies undertaken by Public Relations Division of Sahid Surakarta University as follows:
1. Advertising

Advertising is a means of a company to influence consumers and as a means of winning competition from other companies to get attention and impression of the target market. USAHID used various advertising promotional tools to attract and inform about the university in various media such as:

a. Newspaper

USAHID has made cooperation with local printed media, such as Solopos, SINDO, and Joglosemar. The printed media contains press releases about the activities carried out by USAHID. In addition, the printed media also contains USAHID profile and advertising space.

According to the Head of Public Relations in Sahid Surakarta University, newspapers are selected by USAHID as one of the promotion media for being able to reach areas according to the coverage areas. But, if the selection of design and the words is less appropriate people become uninterested in reading it.

b. Brochures and Leaflets

These advertising activities by printing are activities done by creating printed works, such as brochures and leaflets which contain details about the superiority of Sahid Surakarta University, majors offered, job prospects, USAHID’s location and tuition fee.
The brochure and leaflet distribution is usually distributed by Public Relations of USAHID when conducting socialization in schools, so that every student can learn about USAHID from the brochure or leaflet.

Based on the writer’s observation, the brochures and leaflets is the most effective advertising media that can attract the prospective students because the media show much information about USAHID, designed with interesting words and beautiful features. USAHID prioritizes the brochures and the leaflets as the main advertising media promotion but the number of the brochures and the leaflets that is available are not comparable with the number of audience. It had ever happened when USAHID conducted the socialization in educational exhibition in Jombang.

c. Billboard

Billboard is a media in a form of large board with picture that is put on a strategic place. USAHID used this media to introduce the university. With the large size of the billboard and appealing appearance the billboard media used by USAHID may attract the highway users and build a brand image for USAHID.

USAHID has only one billboard mounted in front of the university building because the cost for any large-sized billboard installation is not balanced with the benefits provided by the billboard media.
d. Banner

Not only using printed media, Public Relations of USAHID also used outdoor media such as banners. Based on the interview with the Public Relations Officer of USAHID, the banners attachment is carried out continuously based on regular events or a special event to be held. This kind of promotion is very useful in providing information to the public and consumers about the study program or the superiority offered by USAHID.

Banner installation which had been made by USAHID can provide information to the public because the public can read it carefully and understand the advertising offered by USAHID. The installation cannot be fixed and space is limited so information submitted to be brief.

e. Stickers

Generally, the choice to advertise using stickers is taken for public transportation vehicles that pass through busy streets. Based on the writer’s observation, USAHID used sticker media on its operational cars. These sticker media have a great power in building a branding promotion to the public, because they are not only in vehicles, but there are also stickers that can be attached in all places. So using this sticker media can help introducing USAHID in various places.

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f. Calendar

USAHID also uses calendar media as the promotion and introduction media. In the calendar there are interesting photos of USAHID. So it is expected that the public can see the calendar in USAHID and they will be interested in joining USAHID. The calendars were given at the time of socialization in schools.

g. Internet

The power of internet as promotion media is very incredible because it can reach the target market anywhere at any time without limitation of time and territory. According to the Public Relations Officer of Sahid Surakarta University, USAHID also uses the internet as a media promotion by making up WEBSITE (www.usahidsolo.ac.id) and Fan Page of Facebook (http://www.facebook.com/UniversitasSahidSurakarta) that can facilitate the prospective students who want to know information about USAHID without having to directly come to the place. But, this media have a weakness that is the website and fanpage of facebook are rarely updated.

2. Personal Selling

Personal selling is a promotion activity that is different from the advertising because it uses a person / individual in the implementation. It is like what was done by Public Relations of USAHID in doing their personal selling by using presentations in schools or institutions to introduce and provide information about USAHID. The Public Relations of USAHID’s main target markets of promotional activities are Secondary schools that are outside Surakarta area such
as Sragen, Boyolali, and Sukoharjo. Choosing the main target market of USAHID is one of the Public Relations of USAHID strategies because those kinds of target markets have not been much reached by many other private universities.

According to the head of Public Relations Division of USAHID, they have been really intense in doing personal selling, because it is a very effective strategy to promote the USAHID. In this activity the team that is in charge of doing presentation to schools or institutions is not only Public Relations Division, but the entire staffs of USAHID. It is because the promotion team is not yet formed so these activities are done together. It is also due to the lack of human resources in USAHID.

In doing this presentation they also use the brochure media to give a view of description about USAHID to the students. After that, they explain to the students about the history of USAHID, majors in USAHID, tuition fees that will be charged to prospective students who will study in USAHID, and location of USAHID. After doing the presentation they distribute the Student Data to be filled by the students as feedback to USAHID. The student data contains their interests to go to college or to work after graduated. USAHID does not use supporting media such as PowerPoint and a projector, because USAHID has not made power point presentation and it had not had projector to do the presentation activity.

3. Publicity

Nearly similar with advertising, publicity is one of the promotional activities carried out through media. However, the information contains not in the
form of advertising but news. The publicity is expected to attract the publics’ interest and to build image, not only corporate image, but also product brand image.

Newspaper as a publicity media is used by USAHID, such as the 12th graduation ceremony of USAHID contained in the daily newspaper Seputar Indonesia (SINDO) on 28 September 2011, entitled “130 Mahasiswa USAHID Diwisuda”. USAHID chooses SINDO because it has MOU with SINDO. SINDO contains news or event that is conducted by USAHID, the profile of USAHID, and advertising space.

USAHID also corporates with the local TV station, such as Terang Abadi Televisi (TATV) to broadcast the graduation ceremony but there has not been a good corporation between them yet. To broadcast the event, USAHID must pay the administrative fee. The event is shown for 10 minutes on the TATV and the event that is shown does not cover the complete event.

RADIO is also used by USAHID to promote the university. USAHID corporates with radios in Solo and the surrounding regions, such as Charisma FM, METTA FM, RRI, and Pro 2 FM. Advertisements on radio media are usually in the form of talk show, advertising spots, and adlibs. On April 18, 2012, USAHID corporated with Metta FM to conduct a talk show. In that 3 hour talk show, Metta FM invited the rector of USAHID, Prof. Dr. Ir. Kohar Sulistyadi., MSIE and the theme of the talk show was “Atmosfer Akademik di USAHID”.

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According to the Public Relations Division of USAHID, the use of advertising media through radio media is because radio is local media that reach people of various strata in the region. Thus the message to be conveyed by USAHID is directed to the target or especially Solo and the surrounding areas.

The cooperation that has been done with some media, such as radio, television and newspaper by USAHID has shown good enough of publicity. It can be seen from the news about USAHID in many media. Beside that, MOU between USAHID and media indicate good relationship.

4. Sales Promotion

One other form of promotional mix is sales promotion. Sales promotion is intended to give an idea directly to the USAHID’s prospective students. Sales promotion is the promotion activity that uses tools such as demonstrations, rallies, etc. (Swastha and Sukotjo, 2002: 229).

Sales promotion is basically an attempt done by a company to enter the market and then influence, persuade with certain ideas and methods of which the success is monitored by the company. (Swastha and Sukotjo, 2002: 229).

Based on the interview with the Head of Public Relations Division of USAHID, sales promotion is a form of promotional activities in the form of gift vouchers, scholarships and participation in exhibitions. The sales promotion activities undertaken by USAHID, as follows:
a. Education Exhibition

The participation of USAHID in education fairs is one of the promotional strategies to introduce USAHID to the prospective students. The participation can be seen when USAHID join "Exhibition of Higher Education and Professional Education" held in Jombang Regency on 16-18 January 2012. The exhibition was attended by schools / vocational schools throughout Indonesia. USAHID’s participation in the education exhibition is a moment for USAHID to introduce the university to its visitors and also USAHID can know the development of its competitors.

b. Giving vouchers

According to Public Relations Officer of USAHID, vouchers is given to students by Sahid Jaya Welfare Social Foundation because they do not always talk about business, but also empower the community by providing moral and material assistance; one of them is by providing vouchers to prospective students.

- Vouchers are classified as follows:

1) Nursing Study Program: Rp.750.000 for the first 10 registrants

2) Communication, DKV, Information Technology Study Programs: Rp.1.000.000 for the first 10 registrants.

3) Business Administration and Psychology Study Programs: Rp.1.250.000 for the first 10 registrants
Voucher is also given to prospective students who have achievements at school.

The voucher given is based on levels:

1) Regency Level of Rp. 750 000

2) Province Level of Rp. 1 million

3) National Level of Rp. 1.25 million

c. Scholarships

USAHID also provides scholarships to students. Based on the interview with the Public Relations Officer of USAHID; this is to help students who cannot afford to pay tuition for the USAHID. This scholarship is obtained from the KOPERTIS VI (Private Higher Education Coordinator Region VI) in Semarang Area in cooperation with DIKTI (General Directorate of Higher Education), BBM (Assistance of Students Learning) and PPA (Improvement of academic achievement).

Scholarships from PPA are for students who have achievement. Scholarships from BBM are given to poor students, with requirements of not having obtained other scholarships, and never having vouchers.

Giving voucher and scholarships of USAHID indicates the compasion of USAHID to the students and the prospective students. It can also create positive image of USAHID which care to the excel students and poor students.
C. The Plan of Promotion Strategy of Public Relations Division of Sahid Surakarta University

a) Brochure and Leaflet

Brochure and leaflet as the most effective promotion media which are used by USAHID. But, this media has a little problem that is the amount of printing. This shows that process of planning of Public Relations Division of USAHID is not really effective. It can be seen when USAHID joined the education exhibition in Jombang. So the writer recommends to USAHID to fix the planning process of Public Relations through the evaluation of the estimated number of brochures and leaflets by evaluating the previous promotion activities with the estimated number of students.

b) Internet

Based on the writer’s observation, USAHID has not used maximally the website and the fanpage of facebook yet because the information in the website and the fanpage of facebook is rarely updated. Whereas, Internet as free advertisement media to inform all about USAHID. So, USAHID should always update the information and give the respond to the comment from the website and facebook. From that way, the prospective student can easily access or get information about USAHID. It also helps the prospective students who are from out of town.
Therefore, in order to maximize the promotion via the internet, USAHID should appoint a person to operate a website and Facebook fan page. So that promotion via the Internet media can work well.

c) Personal selling

To maximize the promotion, especially in presentation activity, USAHID should increase the quality of Human Resources. Besides that, USAHID should also create a promotion team that is responsible to hold the promotion activity in order to get good result.

To create a better presentation, USAHID should not only use the brochures and leaflets as presentation media, but also make powerpoint slides in the presentation. The powerpoint should be in good model to attract the prospective students. The Powerpoint contains the history of USAHID, location, study programs which are provided, and tuition fee, etc. Besides that, the team responsible for the presentation should master the techniques of presentation well.

c) Publicity

Publicity has been done in by USAHID in cooperation with the media, especially television. Results or benefits obtained by the promotion USAHID are not maximum, while the costs incurred to promote the event is too high. So, the writer plans an Open House event for USAHID as a promotion media that requires substantial funds, so the writer recommends that the funds used to promote through television is better used to hold the Open House as planned by the writer. The writer chooses the “Open House“ as one of the promotion commit to user
strategies because USAHID has not used this promotion strategy as the media promotion yet. The objectives of the event are to give positive image or impression of USAHID and to attract the prospective students’ interest as the target market.

To realize the event, there should be a plan that must be prepared by USAHID. The detail of the plan is as follows:

Target audiences : the third grade students of Senior High School and Vocational School

Date and Time : 2nd December 2012 / 08:00 – 14:00

Venue : Graha Sarjana USAHID

The event will be started by the speech from the Rector of USAHID, Prof. Dr. Ir. Kohar Sulistyadi., MSIE. After the Rector gives the speech, the Public Relations Division of USAHID will give the overview of the university based on the objective of the event by using Power Point, Video and Photo all about USAHID. In addition, the Public Relations Division of USAHID also informs about Sahid Raya Group and brief history of USAHID Surakarta, the each profile and excellence of the study programs at USAHID, and the event held by USAHID.

To avoid the boring situation at the event, there will be an introduction of 12 UKM in USAHID, such as: BEM, LDK (Lembaga Dakwah Kampus), PMKK (Persatuan Mahasiswa Kristen Katholik), UKM of Dance, UKM of Music, UKM of Radio, P2M (Pusat Penelitian Mahasiswa), MATALUSAKA (Mahasiswa
Pecinta Alam USAHID), KSR (Korps Sukarelawan), PSM (Paduan Suara Mahasiswa), Theater of RENTANG, UKM of Sport. In the event there will be several performances, they are: dance performance from UKM of Dance, music performance from UKM of Music and there will also be performances from PSM (Paduan Suara Mahasiswa) and RENTANG Theater. Besides that, the other UKM will show their activities.

If there is enough finance, the writer suggests to invite the most popular group band in Solo “Pecas Ndahe”. Pecas Ndahe is known as Comedy Band so it can entertain and be more interesting for the prospective students to join USAHID.

d) Sales promotion

When joining education exhibition held in Jombang, USAHID provides 50 vouchers to students who enroll on the spot. But, the fact is from 50 vouchers given only 3 vouchers are used by prospective students for registration.

Judging from the fact above, the effectiveness of the use of vouchers is low. So the writer plans to eliminate voucher and allocate funds to other interests more effectively. In this case the writer suggests adding into the scholarship fund for students who excel, because the students will be more motivated to get the scholarship and enhance the quality of education in USAHID.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Based on data analysis done previously, the conclusions are drawn as follows:

The result of the observation and interviews show that the Public Relations Division of Sahid Surakarta University has done several strategies to promote the university, the writer tries to group the promotion strategies based on Promotional Mix. From all of the promotion strategies of USAHID, there are some effective and less effective promotion strategies. So the writer tries to maximaize them by giving plan to USAHID in order to get better promotion strategy.

a) Brochure and Leaflet

The most effective advertisement media used by USAHID are brochure and leaflet. USAHID prioritizes the brochures and the leaflets as the main advertising media promotion. They contain attractive design and good persuasive words so they can make the prospective student interested in joining USAHID. In addition, the brochures and the leaflets also contain the complete information about USAHID.
But, this media has a weakness that is the number of the brochures and leaflets that are available not comparable with the numbers of audience. So the writer suggests the Public Relations of USAID to fix the planning process of Public Relations through the evaluating of the estimation number of brochures and leaflets by comparing the previous promotion activities. Thus, the Public Relations Division of USAHID can estimate the number of brochures and leaflets which will be distributed when doing promotion activities.

b) Internet

USAHID also uses internet as promotion media. But, this media is not maximally used by USAHID because Website and Fan Page of Facebook are rarely updated by USAHID. So, it makes the prospective student difficult to know the information about USAHID through internet media. The writer proposes a plan to USAHID to appoint a person to operate the website and fan page of Facebook. So, it can make the promotion through internet controlled well.

c) Personal Selling

Shortage of staffs becomes a major obstacle in the conduct of a presentation. Besides that the participation of all staffs without presentation briefing resulted in the implementation of personal presentation becomes less maximal. So, the writer proposes a plan to USAHID to add some officers to create a promotion team which specially does the promotion activities. Moreover,
USAHID must also give presentation provisioning and good techniques of presentation to all of the staffs in order to perform good presentation activities.

Another weakness from personal presentation is the presentations being done is not equipped by supporting media such as Powerpoint slides and projector. This will result in students being less interested in knowing deeper about the USAHID.

The writer proposes a plan to USAHID to improve the presentation by using Powerpoint slide and projector in order to make the prospective student more interested when USAHID does the presentation activities. The Powerpoint must be in good model and contains all of the excellences of USAHID.

d) Publicity

Publicity which has been done by USAHID is still less maximal. When working with the media of television TATV, the cost being spent is big but the benefits provided are small. But cooperation with other media such as newspapers and radio have been established well. There are many the MOU that exists between USAHID and Newspapers and radio media. The writer proposes a plan to USAHID to allocate the funds for TATV to hold an Open House.

The open house event will be more beneficial because this event will present all of the USAHID excellences such as presentation by Public Relation Division of USAHID, entertainment performances from UKM in USAHID to make the prospective students interested to develop their talent by joining the
UKM in USAHID, and outside the Graha Sarjana building there will also be stands from each program to show the superiority.

d) Sales Promotion

USAHID’s participation in education fairs may build public knowledge more widespread in areas outside of Surakarta. In addition, the provision of vouchers and scholarships is one factor towing interests of the prospective students. In the utilization of the voucher, there is a weakness that is many vouchers have been spread, but only few vouchers are used by prospective students to registrate. So the writer recommends eliminating the voucher and allocating the funds into scholarship funds. It can make the prospective student more motivated to get the scholarship and enhance the quality of education in USAHID.

B. Suggestion

Based on the data analysis done earlier, the writer would like to give some suggestions to improve the efforts and strategies of promotion of the Public Relations Division of Sahid Surakarta University, as follows:

1. USAHID should add some human recourses to create a division in charge of promotion to do all the promotional activities.

2. Public Relations Division of USAHID should provide training or briefing on the presentation to the team who will carry out the promotion.
3. When conducting the socialization, Public Relations Division of USAHID should be better in planning and evaluation.