COMMUNICATION CHANNELS IN SAHID UNIVERSITY SURAKARTA (USAHID)

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:

Azis Fitri Ady

C9309022

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APPROVAL OF CONSULTANT

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Sebelas Maret University

Final Project Report: COMMUNICATION CHANNELS IN SAHID
UNIVERSITY SURAKARTA (USAHID)
Name: Azis fitri ady
NIM: C9309022

Supervisor:

Bayu Budiharjo, S.S., M.Hum.
APPROVAL OF THE BOARD OF EXAMINERS

Accepted and Approved by the Board Examiners.
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University

Title : COMMUNICATION CHANNELS IN SAHID UNIVERSITY SURAKARTA (USAHID)

Name : Azis Fitri Ady
Student Number : C9309022
Examination Date : Wednesday, January 9th 2013

The Board of Examiners:

Dra. Nani Sukarni, M. S.
Chairperson
NIP. 1951003211981032002

Dra. Susilorini, M. A.
Secretary
NIP. 196506011992032002

Bayu Budiharjo, S. S., M. Hum.
Main Examiner

Faculty of Letters and Fine Arts
Sebelas Maret University

Dean,

Dr. Rivadi Santosa, M.Ed., Ph.D
NIP. 196003281986011001
MOTTO

“I don’t believe in failure. It’s not failure if you enjoyed the process.”
- Oprah Winfrey -

“A good writer possesses not only his own spirit but also the spirit of his friends”
- Friedrich Nietzsche -

“Time you enjoy wasting was not wasted.”
- John Lennon -

“I am forever young, smart, and strong.”
- The writer -
DEDICATION

This final project is dedicated to:

- Allah SWT
- My beloved parents and my only brother
- My beloved University
- BillySentris Ska Rocksteady
- All of my best friends who struggle and fight together
- SAHID University Surakarta

commit to user
PREFACE

I would like to be thankful to Allah SWT for giving me ability, opportunity, and creativity in composing this final project report. I also give my greatest thank to everyone who always gives me support.

This report is written by the writer to fulfill the requirements in obtaining degree the English Diploma program of Sebelas Maret University. The writer did the job training in Public Relations and Admission division (HUMAS & PMB) of SAHID University Surakarta (USAHID).

The aims of this final project report are to evaluate the effectiveness of communication channels, especially establishing mutual relations with opinion leader, and personal presentation by explaining and analyzing all of them in detail, and to propose improvement on these communication channels.

There might be some flaws in composing this final project report, so the writer realizes that this report still has room for improvement. The writer will be welcome any advice to improve this final project report.

Hopefully this final project report can be useful to the readers especially for those who are interested in Public Relations in university.

Surakarta, September 2012

Azis Fitri Ady
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Alhamdulillahi rib’il ‘alamin,

The Almighty Allah SWT my savior, because with the blessing of Allah SWT so I can finish the final project report. This final project report would not have been possible without the support of many people; therefore I would like to express my gratitude for those who gave me help and support.

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2. Mr. Yusuf Kurniawan, SS., M.A as the head of English Diploma Program.
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6. My beloved parents who have teach me about the meaning of life, thank you very much for their understanding, and endless love through the duration of my study.
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8. All of my friends in The BillySentris Ska Rocksteady Andreas, Jambul, Ego, Hernawan, Bagas, Jepang, Deby. We are family!
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10. I also expressed to everyone who cannot be mentioned one by one. I realized that this final project has many weaknesses. Therefore, I will be pleased to accept suggestion and advices to improve this final project report.
ABSTRACT


This final project report is written based the job training done at SAHID University Surakarta (USAHID) for one month in Public Relations and Admission division (HUMAS & PMB). The writer did some jobs during on the job training in Public Relations and Admission division (HUMAS & PMB) of SAHID University Surakarta (USAHID) such as: helping input the results of students’ questionnaire, preparing the equipments for personal presentation, conducting personal presentation in senior high school (accompanied by Public Relations Officers), etc.

The aims of this final project report are to evaluate the effectiveness of communication channels, especially establishing mutual relations with opinion leader, and personal presentation based on the existing condition and to propose improvement in the existing communication channels (establishing mutual relations with opinion leader, and personal presentation) in this university. The data of this report were gained by doing interview and observation in SAHID University Surakarta (USAHID).

Establishing mutual relations with opinion leader and personal presentation are effective communication channels, because the aims of these communication channels that are to introduce and build public knowledge about SAHID University Surakarta (USAHID) in a region have been achieved, but in the implementation of personal presentation still has many weaknesses. Thus, the writer proposes improvement to make the two communication channels more effective. The proposals are planning meeting schedule and agenda with opinion leaders carefully to make establishing mutual relations with opinion leader more effective, and composing specialized presentation team, improving the personnel’s ability in delivering presentation, using more supporting media and equipments in conducting personal presentation, and being more creative and innovative in designing personal presentation events to make personal presentation more effective.

Hopefully, this final project report can be a reference for the Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID) to make the existing communication channels more effective, in order to get maximum results.
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL OF SUPERVISOR</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD OF EXAMINERS</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>A. Background</td>
<td>1</td>
</tr>
<tr>
<td>B. Objectives</td>
<td>3</td>
</tr>
<tr>
<td>C. Benefits</td>
<td>4</td>
</tr>
<tr>
<td>CHAPTER II LITERATURE REVIEW</td>
<td>6</td>
</tr>
<tr>
<td>A. Public Relations</td>
<td>6</td>
</tr>
<tr>
<td>B. Communication</td>
<td>11</td>
</tr>
<tr>
<td>C. Communication Channel</td>
<td>12</td>
</tr>
</tbody>
</table>

commit to user
D. Description of SAHID University Surakarta (USAHID).......................... 17

CHAPTER III DISCUSSION ............................................................................. 20

A. Communication Channels Used in SAHID University Surakarta (USAHID) 20
B. The Writer’s Proposal to Improve the Communication Channel of SAHID University Surakarta (USAHID) ................................................................. 34

CHAPTER IV CONCLUSION AND SUGGESTION ........................................ 37

A. Conclusion............................................................................................... 37
B. Suggestion................................................................................................ 38

BIBLIOGRAPHY

APPENDICES

commit to user

xi
CHAPTER I

INTRODUCTION

A. Background

Surakarta is one of the regions with many higher education institutions in Indonesia. Besides having good quality higher education institutions, this city also has a good point, it is comfortable city with friendly society, so many students coming from all over Indonesia choose Surakarta to be destination for their study. It causes high development of national and private higher education institutions in Surakarta.

Surakarta has only one national University that is Sebelas Maret University (UNS), so it causes high development of private higher education institutions. Many private higher education institutions exist and offer many points of interest and study programs. According to the data from the coordinator of private higher education institution 1 “kopertis 1”, there are 54 private higher education institutions in Solo, consisting of 28 academies, 4 polytechnics, 12 colleges (sekolah tinggi), and 10 universities.

Private higher education institutions should have point of interest to attract the interest of prospective students and should conduct a good communication between them and their public, in order to be well recognized.

Private higher education institution is an independent institution which is not subsidized by the government, so it is very important thing to increase the revenue. Besides increasing revenue, private higher education institution also
needs to gain support from its public to maintain existence and achieve excellence in competition era and globalization in the middle of education world.

It makes the role of Public Relations division in private higher education institutions very important. Public Relations division has the main function as the liaison between private higher education institutions and their publics, because the competition among the private higher education institutions is very intense. Public Relations division has to be able to carry out good and effective communication to build the public knowledge and create mutual understanding between the institution and its public.

Communication channel is the one of Public Relations models which can be used to conduct a good communication, build public knowledge and create mutual understanding. Because using this model, private higher education institution can determine who becomes their public so they can choose the effective communication channels that will be used to build the public knowledge and create mutual understanding.

SAHID University Surakarta (USAHID) is one of the private universities in Surakarta. This university was founded by Mr. Prof. Dr. H. Sukamdani S Gitosardjono who gave suggestion to develop SAHID Tourism College (STP SAHID). When the writer had job training in SAHID University Surakarta, he found a case that is very important and interesting to be studied more deeply. Currently most people recognize SAHID Tourism College (STP SAHID) better than SAHID University Surakarta (USAHID). The lack of public knowledge about SAHID University Surakarta (USAHID) also takes effect on the number of
students. Recently SAHID Tourism College (STP SAHID) has more students than SAHID University Surakarta (USAHID), so SAHID University Surakarta (USAHID) has to carry out more intensive efforts to build public knowledge about SAHID University Surakarta (USAHID).

To build public knowledge Public Relations division in SAHID University Surakarta (USAHID) carries out communication through various channels, two of which are: (1) establishing mutual relations with opinion leader especially the opinion leader in educational field for example educational institution chief, headmasters, etc to help SAHID University Surakarta (USAHID) in lobbying senior high schools and (2) conducting personal presentation in senior high schools directly to build public knowledge about SAHID University Surakarta (USAHID).

Based on the description above, the writer is interested in studying more deeply about these two communication channels, because these communication channels are most frequently used among the others and both are related to each other to introduce and build public knowledge about SAHID University Surakarta (USAHID) in a region. So the writer wrote a final project report entitled “Communication Channels in SAHID University Surakarta (USAHID)”.

**B. Objectives**

1. To evaluate the effectiveness of communication channels which are used by SAHID University Surakarta (USAHID).

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2. To propose improvement on the existing communication channels which are used by SAHID University Surakarta (USAHID).

C. Benefits

1. **The writer**

   Through this research the writer can study more deeply about the communication channels which are used by SAHID University Surakarta, so the writer can know the role of communication channel model to maintain a good communication, build public knowledge, and create mutual understanding between SAHID University Surakarta (USAHID) and its public.

2. **SAHID University Surakarta (USAHID)**

   SAHID University Surakarta (USAHID) can obtain information about the effectiveness of the communication channels that are used, so that the information can be used to plan better communication and make new innovations in using communication channels to maintain a good communication, build public knowledge, and create mutual understanding between SAHID University Surakarta (USAHID) and its public.

3. **Private higher education institutions**

   This research also has benefits for other private higher education institutions. They can know the role of Public Relations division in private higher education institutions, and the role of communication channel model to plan a
good communication, build public knowledge, and create mutual understanding between private higher education institutions and their public.
CHAPTER II
LITERATURE REVIEW

A. Public Relations

1. Definition of Public Relations

Public Relations is an important part in every organization. In line with the development of Public Relations, the definitions of Public Relations also developed in the last few years. Various experts suggest many definitions of Public Relations.

The international Public Relations association (IPRA) defines Public Relations as

“a management function of a continuing and planned character, through public and private organizations seek to win and retain the understanding, sympathy and support of those with whom they are or maybe concerned by evaluating public opinions about themselves, in order to correlate, as far as possible, their own policies and procedures, by planned and widespread information, so it can achieve more productive cooperation and more efficient fulfillment of public interest”. (in Uchjana, 1986: 27)

“…Public Relations though singular in meaning, is spelled and spoken of as plural. The word ‘public’ refers to any group of people who share a common interest, ‘relation’ is the outcome of mutual understanding derived from the process of sharing of the ‘common’ interest. By integration of these two human elements, namely public and relation, it becomes ‘Public Relations’” (Ishak and Koh Siew Leng, 2002: 12).
Public Relations society of America (PRSA) defines “Public Relations is the management function that establishes and maintains mutually beneficial relationship between organization and the public whom its success or failure depends” (Coulson, 2002:3).

This definition is in accordance with definition of Public Relations according to UK’s institutes of Public Relations, which is “the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its publics” (Gregory, 1996:14).

From the definitions of Public Relations it can be concluded that Public Relations is a planning and continuing management function which is done by the organizations deliberately and carefully to maintain goodwill and mutual understanding between the organizations and their publics.

2. The Role of Public Relations

Cutlip and Center describes four types of Public Relations roles that practitioners may fill:

a. Communication Technicians

The Public Relations practitioners provide technical communications services such as writing release and features for the media, preparing and editing newsletters for employee, developing website content and handling media contact. They are brought in later to produce the communication and implement the program, also explain the program to employee and press.

b. Expert Prescriber
The Public Relations practitioners operating as expert practitioners define the problem, develop the program and take full responsibility for its implementation.

c. Communication Facilitator

The communication facilitator role casts the Public Relations practitioners as sensitive listeners and information brokers. Communication facilitators serve as liaison, interpreters and mediator between an organization and its publics. They maintain two-way communication and facilitate exchange by removing barriers in relationships and by keeping channels of communication open.

d. Problem solving facilitator

When Public Relations practitioners assume the role of problem solving facilitator, they cooperate with other manager to define and solve the problems. (Cutlip and Center, 1993:37)

The roles of Public Relations which were described by Cutlip and Center above are relevant with the roles of Public Relations division in SAHID University Surakarta (USAHID). In this university Public Relations division has role as communication facilitator which acts as liaison between this university and its public, moreover this division also functions as expert prescriber in building public knowledge and maintaining goodwill, and problem solving facilitator in solving problems especially those related to its publics.

3. The Functions of Public Relations

As a management function, Public Relations has these following functions:
a. 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 message in the media because the source does not pay the media for placement. To generate publicity, the source must know that what information will attract media attention, identify a newsworthy angle and lead, and write and package the information appropriately each media.

b. 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 message in the media.

c. Press agency

Press agency creates newsworthy stories and events to attract media attention and to gain public notice.

d. Public affairs

Public affair is a specialized part of Public Relations that builds and maintains institution and community relations in order to influence public policy, and maintain goodwill.
e. Issues Management

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

f. Lobbying

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

g. Investor Relation

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

h. Development

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

The functions of Public Relations which were described by Cutlip and Center above are also relevant with the functions of Public Relations division in SAHID University Surakarta (USAHID). Public Relations division in this university is a division which handles everything which is related with publicity, advertising and press agency. Moreover this division also handles public affair, in
order to create good relation and maintain goodwill between this university and its publics.

B. Communication

1. Definition of Communication

Communication is an essential part that cannot be separated from Public Relations. Communication technique which is often used in Public Relations is persuasive communication.

Public Relations officers usually use persuasive communication in conducting communication with company’s publics, so besides being used to create a good image, building public knowledge, and create mutual understanding, are also has function to influence publics’ opinion as what the company desires in achieving the company’s purposes.

The following are definitions about persuasive communication according to some experts:

Gill and Adams defined that “Persuasive communication is intentional efforts which is done by individual or organization to make a change of thought, faith, or behavior on another individual or society” (in Kristina, 2010:2)

Burgon and Huffner (2002) defined that persuasive communication is communication process which has purpose to influence the thoughts and opinions of others in order to adjust the opinions and desires of communicators.

From the definitions above, it can be concluded that persuasive communication is a communication which is done by communicator to influence
the opinion of others, in order to adjust the desires of communicator, so it will create same ways of thought between communicator and others.

2. The objectives of Communication

   The objectives of communication by R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett in their book “Techniques for effective Communication” are:

   a. To secure understanding
   b. To create mutual understanding
   c. To establish acceptance
   d. To motivate action (in Effendy, 1986:72)

   The objectives of communication which was presented by R. Wayne Pace, Brent D. Peterson, and M. Dallas Burnett above are in accordance with activities, objectives, and roles of Public Relations as a study field which always uses communication techniques in its practice.

C. Communication Channels

   Communication is an important factor to achieve an organization’s purpose. Communication channel is used by Public Relations officer to conduct a good communication with company’s publics which consist of external public and internal public. Public Relations officers should be able to determine the proper communication channel to reach the company’s publics.
Bernstein (1984: 117-124) explained about the variation of communication channels which are used to reach the company’s public in his theory “Bernstein’s wheel”.

![Communication Wheel](image)

**Figure 2.1 Communication wheel (adopted from Harrison 2000: 47)**

The center of the wheel located in the middle is communication plan of company. The wheel grid is a communication channel that can be used by the company to reach their public, the all of communication channels are nine, which are: product, literature, media relation, permanent media, personal presentation, impersonal presentation, correspondence, advertising, and point of sale. The outer part of the wheel is a company’s publics who become the communication target. If the wheel spins on its axis it will create different variations of communication channels and audience. There are 81 combinations between the communication
channels and audience; every communication channel will be explained as follows:

a. Product

Product is what are produced and provided by the company. Products are divided into goods and service.

b. Literature (written communication)

Literature is written communication channel which is used by the company to spread out all of information about the company. Literature includes: annual reports, leaflets, brochures, manuals, bulletin, newsletter, educational materials for schools.

c. Media relation

Media relation is cooperation with journalists to report and publicize events which are held by the company. It means the opportunity for company to be known by the media, media relation can also be the way to eliminate negative image by getting positive news coverage for the company.

d. Permanent media

Permanent media is sign which has function as corporate identity. Permanent media include: sign, vehicles, uniforms, letterhead, architectural buildings that reflect the style and personality of the company.

e. Personal presentation

Personal presentation is communication channel which is used by the company to introduce and build public knowledge by conducting presentation directly.

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f. Impersonal presentation

Impersonal presentation is communication channel which is used by the company to introduce and build public knowledge indirectly. Impersonal presentation include: video, slide, exhibition, billboard and sponsorship.

g. Correspondence

Correspondence is communication channel which in addition to having function as correspondence activities also has function as a means to express the real image of the company.

h. Advertising

Advertising is communication channel which has main function to provide message to public about the company, what can be done and what is thought by company about its public (Worcester, 1983 in Harrison, 2000: 48).

i. Point of sale

Point of sale is special offer which is given by the company to attract the public interest.

- **Target Audiences**

The communication channels above are used to reach the following target audiences:

a. Internal

This target audience belongs to internal publics of the company, including: staff, all of divisions in the company.
b. **Local**

   This target audience include: local community, local media, and local government.

c. **Influential group**

   Influential group consists of everyone who has big influence which can affect company's activities, for example opinion leaders.

d. **Government**

   This target audience consists of: local and national government, eventually international government who has made a rule or regulation on trade and responsible on industrial behavior in its work region such as: AFTA, ASEAN, etc.

e. **The media**

   This target audience include: local, regional, national and international newspapers, radio, television, especially business and technology magazine also special journals which operate in its area.

f. **Financial**

   This target audience include: bank or other financing institutions, shareholders, columnist or influential economic analyst.

g. **Customer**

   Customers are people receiving the goods or services which are produced by the company including: internal consumers, external consumers, and people who become consumers because of individual interest.

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h. General Public

General public is any person who has an interest and concern towards the company, including: prospective employees and ex-employees, customers of the company or anyone who is able to influence the company’s decision or the opinion of the company.

i. The trade

The trade is distributor or any person who transfers the good or services from one person to another by getting something in exchange from the buyer. (Kristina, 2010:52)

Communication channel theory can help institution or company to communicate messages to its public with the aim of getting understanding and support. Communication channel can also help Public Relations practitioner make careful plan and make new innovations in communicating message from the company to its public.

D. Description of SAHID University Surakarta (USAHID)

SAHID University of Surakarta (USAHID) is one of private colleges in Surakarta. This University is situated in Adi sucipto Street 154 Surakarta, occupying the same place as SAHID Tourism College (STP SAHID) that was established beforehand in 1999.

SAHID University of Surakarta (USAHID) was founded by Prof. Dr. H. Sukamdani S. Gitosardjono who gave suggestion to develop SAHID Tourism College (STP SAHID). The manifestation of support and permission from Prof.
Dr. H. Sukamdani S. Gitosardjono as the founder and chairman of the foundation of education and social SAHID JAYA was a warrant (surat keputusan) about the establishment of SAHID University of Surakarta No.: 044/KPP-YSJ/KPTS/VIII/2001 in 30 August 2011.

SAHID University Surakarta (USAHID) is different from other private university because this university has a main purpose of preparing the graduates who not only have competence in academic field, but also have competence in entrepreneurship. This university also provides job opportunities for all of graduates, because SAHID JAYA is a foundation which has extensive industry network in Indonesia. These purposes are in accordance with vision and mission of SAHID University Surakarta (USAHID).

**Vision**

Leading the qualified university in education, culture, science and technology-based entrepreneurship.

**Missions**

- Implementing education based on competence
- Implementing entrepreneurial education
- Providing the facilities and infrastructure of the study program based on the maximum standards
- Improving the quality of lecturers to the level of S2 and S3
- Improving software and learning support facilities
The entire faculties which are organized by USAHID are in accordance with the permit that is strata 1 program. They are: Faculty of Art and Design, which consists of two study programs which are: Interior Design, and Visual Communication Design. Faculty of Engineering, which consists of two study programs which are: Computer Engineering, and Industrial Engineering. Faculty of Health Science, which consists of two study programs which are: Nursing Program, and Psychology. The last faculty is Faculty of Communication and Management, which also consists of two study programs which are: Communication Program, and Business Administration.
CHAPTER III

DISCUSSION

A. Communication channels used in SAHID University Surakarta (USAHID)

Communication channel is used by Public Relations officer as check list to plan Public Relations activities. All communication channels are used by Public Relations officer in SAHID University Surakarta to conduct a good communication with publics with the aims of creating mutual understanding, and building public knowledge about SAHID University Surakarta (USAHID). The communication channels used by SAHID University Surakarta (USAHID) are:

1. Product

Product which is provided by SAHID University Surakarta (USAHID) is educational service. SAHID University Surakarta (USAHID) is a private higher education institution which provides many study programs. There are 8 S1 degree study programs in SAHID University Surakarta (USAHID) which are accredited by National Accreditation Institution BAN-PT SK NO: 020/BAN-PT/AK-X/S1/XII/2006. The study programs are:

a. Nursing study Program
b. Psychology
c. Business Administration
d. Computer Engineering
e. Industrial Engineering
f. Visual Communication Design

g. Communication

h. Interior Design

SAHID University Surakarta (USAHID) provides regular program and non regular program. Regular program is provided for senior high school graduates who want to continue their study in S1 degree. Non regular program is provided for D3 graduates who want to continue their study in S1 degree. This program is usually called "alih jenjang" program.

2. Literature

Literature is one kind of written communication. This communication channel is also used by SAHID University Surakarta (USAHID). The kinds of literature are pamphlet, leaflet, and brochure. All of these literatures are used to promote and spread out all information about SAHID University Surakarta (USAHID).

3. Media Relation

SAHID University Surakarta (USAHID) has media relation with several local media, both electronic media and printed media, for example SAHID University Surakarta (USAHID) has cooperation with local and national newspapers such as: Solopos, Joglosemar, and Seputar Indonesia, local electronic media: TATV and METTA FM.
SAHID University Surakarta (USAHID) has a special program in METTA FM that is a talk show with the keynote speaker of the rector of SAHID University Surakarta (USAHID). Media relations also use when there is a special event which is held by SAHID University Surakarta (USAHID), for example every time graduation ceremony is held, SAHID University Surakarta (USAHID) invites journalist from TATV to report this event. The latest graduation ceremony, 13th graduation ceremony, was held on April 4th 2012.

4. Permanent Media
Permanent media which are used by SAHID University Surakarta (USAHID) are:

a. Uniforms, which are used by all of staffs in SAHID University Surakarta (USAHID).

b. Vehicles, including: bus, and car.

c. Merchandise including: bag, ballpoint, sticker, and calendar. These merchandise usually gives to new students or prospective students when SAHID University Surakarta (USAHID) carries out personal presentation in senior high schools.

d. Building architecture.

e. Letter heads.

5. Personal presentation
This communication channel is the most often used by SAHID University Surakarta (USAHID), because through this channel SAHID University Surakarta
(USAHID) can conduct direct presentation to introduce and spread out all information about SAHID University Surakarta (USAHID) to the prospective students. SAHID University Surakarta (USAHID) establishes cooperation with many senior high schools which are located outside Surakarta such as: Boyolali, Karanganyar, Sukoharjo, Wonogiri, Klaten etc. Personal presentation is usually held before the graduation announcement for senior high school students.

6. Impersonal presentation

SAHID University Surakarta (USAHID) conducts impersonal presentation through sponsorship. SAHID University Surakarta (USAHID) gives sponsorship to all events which are held by students such as student’s seminar, charity events, and blood donor which is held every three months. SAHID University Surakarta (USAHID) also gives sponsorship to events which are held by other partner. The latest event which was sponsored and joined by SAHID University Surakarta (USAHID) was “Jombang Educational Exhibition” which was held by Jombang government in Merdeka Stadium Jombang on 16-18 January 2012.

7. Correspondence

SAHID University Surakarta (USAHID) has a special letter head in correspondence, in order to create a good image and identity of SAHID University Surakarta (USAHID). There are two kinds of correspondence in SAHID University Surakarta (USAHID) that are internal and external correspondence. Internal correspondence includes: commission letter (surat tugas), meeting
invitation, news event (berita acara) etc. External correspondence including: visit letter which is given to schools which have been visited by SAHID University Surakarta (USAHID), MOU, greeting cards which are given to colleague on special days or events such as: Christmas, Idul Fitri etc.

8. Advertising

In this communication channel SAHID University Surakarta (USAHID) places advertisements on many local and national media, both electronic and printed media such as: TATV, Charisma FM, METTA FM, RRI, and Pro 2 FM, Solopos, Joglosemar, and Seputar Indonesia to advertise all about SAHID University Surakarta (USAHID). This advertising contains all of information about SAHID University Surakarta (USAHID), the newest program, press release, etc.

9. Point of Sale

SAHID University Surakarta (USAHID) also gives special offers to prospective students in order to attract their interest to continue their study in SAHID University Surakarta (USAHID), which is educational voucher. This voucher is given to the first 10 registrants in all study programs. SAHID University Surakarta (USAHID) not only gives educational voucher but also gives scholarships to its students. SAHID University Surakarta (USAHID) has cooperation with DIKTI, BBM, and PPA. PPA scholarship is a scholarship for
students who have achievements in academic or non-academic field. BBM scholarship is a scholarship for underprivileged students.

10. Establishing mutual relations with opinion leader

SAHID University Surakarta (USAHID) establishes mutual relations with opinion leaders especially those in educational field for example educational institution chief, senior high schools’ headmasters, high school inspectors, etc in many regions such as: Boyolali, Karanganyar, Sukoharjo, Wonogiri, Klaten etc. The opinion leaders help lobby all of senior high school headmasters in their regions to allow SAHID University Surakarta (USAHID) to conduct personal presentation, so SAHID University Surakarta (USAHID) can introduce, spread out information, and build public knowledge about SAHID University Surakarta (USAHID) in these regions. This communication channel is done because opinion leaders have a big influence in their region.

In this chapter the writer will focus on two communication channels which are used by SAHID University Surakarta (USAHID) which are establishing mutual relations with opinion leader and personal presentation, because these communication channels are most frequently used by SAHID University Surakarta (USAHID) and related to each other to introduce and build public knowledge about SAHID University Surakarta (USAHID) in a region. The explanation is presented bellow:
1. Establishing mutual relations with opinion leaders

This communication channel is done because the opinion leaders can help lobby all of senior high school headmasters in their regions to allow SAHID University Surakarta (USAHID) to conduct personal presentation. It is important to make lobbying easier because opinion leaders have big influence in their regions, so SAHID University Surakarta (USAHID) becomes easier to introduce, spread out information, and build public knowledge about SAHID University Surakarta (USAHID) in these regions. SAHID University Surakarta (USAHID) also establishes mutual relations with opinion leader in Sampit district, Central Kalimantan to spread out all information about SAHID University Surakarta (USAHID) and coordinate collective registration in this region. This relation has been established since 2008.

SAHID University Surakarta (USAHID) usually sets up a team to conduct the lobbying and visitation directly to meet opinion leaders and discuss about cooperation procedure.

SAHID University Surakarta (USAHID) also establishes several special cooperations. SAHID University Surakarta (USAHID) prepares Memorandum of Understanding and contract letters to be agreed. In this cooperation the opinion leaders not only help lobby senior high schools but also act as person in charge of coordinate collective registration for prospective students in their regions. As a mutual relation, SAHID University Surakarta (USAHID) gives rewards to the opinion leaders if they are successful in building public knowledge and make students from their region to continue their study in SAHID University Surakarta.
SAHID University Surakarta (USAHID) establishes mutual relations with opinion leaders in educational field, so lobbying schools becomes easier because opinion leaders have big influence to help lobbying senior high schools.

Having relations with opinion leaders make SAHID University Surakarta conducts personal presentation in these regions more easily, so the spread out all of information about SAHID University Surakarta in these regions can be done more easily, and the public knowledge about SAHID University Surakarta (USAHID) will increase.

Establishing mutual relation with opinion leaders is effective in helping SAHID University Surakarta lobby senior high schools and coordinating
collective registration. The effectiveness can be seen from the following indicators:

The first indicator is the number of senior high schools, and vocational high schools (including private, and national high schools) which have been successfully visited to conduct personal presentation which always increases every year.

<table>
<thead>
<tr>
<th>Year</th>
<th>Karanganyar</th>
<th>Boyolali</th>
<th>Sukoharjo</th>
<th>Wonogiri</th>
<th>Klaten</th>
</tr>
</thead>
<tbody>
<tr>
<td>2010</td>
<td>32</td>
<td>42</td>
<td>34</td>
<td>32</td>
<td>42</td>
</tr>
<tr>
<td>2011</td>
<td>36</td>
<td>50</td>
<td>41</td>
<td>35</td>
<td>52</td>
</tr>
<tr>
<td>2012</td>
<td>45</td>
<td>57</td>
<td>45</td>
<td>52</td>
<td>57</td>
</tr>
</tbody>
</table>

The data were obtained after the writer conducted an interview with the chief of Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID). From the table it can be seen that there is an increase in the number of senior high schools and vocational high schools which have been successfully visited to conduct personal presentation in the last three years.

In Karanganyar, there were 32 senior high schools and vocational high schools which were visited to conduct personal presentation in 2010. In 2011 the
number of senior high schools and vocational high schools increased to 36, and then in 2012 the number of senior high schools and vocational high schools in this region increased to 45. The second region is Boyolali, there were 42 senior high schools and vocational high schools in 2010, and it increased in 2011 to 50, and then in 2012 increased to 57. The third region is Sukoharjo, There were 34 senior high schools and vocational high schools in 2010, in 2011 it increased to 40, and then in 2012 it increased to 44. The fourth region is Wonogiri, in 2010 there were 32 senior high schools and vocational high school, and in 2011 the number of senior high schools and vocational high schools in this region increased to 35, and it increased to 42 in 2012. The last region is Klaten, there were 42 senior high schools and vocational high schools in 2010, in 2011 it increased to 52, and then in 2012 the number increased to 57.

The second indicator is the number of new students from Sampit district, Central Kalimantan which increases every new academic year. It means opinion leaders in Sampit successfully spread out all information about SAHID University Surakarta (USAHID), build public knowledge and coordinate collective registration in this region.

Based on the indicators above, it can be summarized that establishment mutual relation with opinion leader is effective in helping SAHID University Surakarta (USAHID) lobby senior high schools, and coordinate collective registration.
2. Personal presentation

SAHID University Surakarta (USAHID) establishes cooperation with many senior high schools which are located outside Surakarta such as: Boyolali, Karanganyar, Sukoharjo, Wonogiri, Klaten etc. It is Public Relations officer strategy to introduce and build public knowledge about SAHID University Surakarta (USAHID) more widely, because the level of public knowledge in Surakarta is already high. Personal presentation is usually held before the graduation announcement for senior high school students.

When SAHID University Surakarta (USAHID) conducts presentation in senior high schools SAHID University Surakarta (USAHID) also distributes brochure, pamphlet, leaflet, etc to give general description about SAHID University Surakarta (USAHID) to students. After that the promotional team explains all about SAHID University Surakarta (USAHID) such as: history, location, study programs which are provided, educational cost etc, so the students can get information clearly. After the presentation, the promotional team usually distributes questionnaire to be filled by the students. This questionnaire contains: the students’ interests, students’ abilities, and study programs in which students want to study, in order that SAHID University Surakarta (USAHID) can understand about the students’ interests, and students’ abilities.

This communication channel also has strengths and weaknesses, and these points will be discussed here:
**Strength**

Through personal presentation SAHID University Surakarta (USAHID) can spread out information to the prospective students directly. The prospective students can ask all about SAHID University Surakarta (USAHID) to the promotional team directly, so the prospective students can get thorough information about SAHID University Surakarta (USAHID).

In the personal presentation the promotional team distributes questionnaire to be filled by students, containing: the student’s interests, student’s abilities, and study programs in which students want to study. After these questionnaires are filled by students the data will be processed by Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID), after that SAHID University Surakarta (USAHID) will do follow up action by sending direct message and explain in detail about study program in which prospective students want to study. So it will create good image that SAHID University Surakarta (USAHID) is a university which understands and provides what students’ want and what students’ need.

**Weaknesses**

Public Relations and admission division of SAHID University Surakarta (USAHID) has lack of personnel, so personal presentation involves all SAHID University Surakarta (USAHID) staff, Public Relations and admission division, lecturers, and general staff. It is a good way, but not all personnel have good ability in presentation, and knowledge about SAHID Surakarta University...
(USAHID) which is owned by the some of the staff is very limited, so the implementation of personal presentation is not optimum. Some of the members of promotional team only deliver presentation depending on their own ability and knowledge, so it causes most prospective students get partial explanation about SAHID University Surakarta (USAHID). If most prospective students do not get thorough explanation about SAHID University Surakarta (USAHID), it can cause the prospective students to be unable to obtain public knowledge as expected by SAHID University Surakarta (USAHID).

Supporting media and equipments in the implementation in this personal presentation is very limited. Presentations are only done orally in front of class without making use of multimedia such as: projector, slideshow, speaker, etc. The promotional team only uses the conventional media such as: whiteboard, and marker, so this presentation seems so monotonous and less attractive. This case can cause the level of interest of the prospective students to decrease. The prospective students become less interested in knowing more about SAHID University Surakarta (USAHID).

There is no variety in the event. So far these personal presentations are only conducted in classes, without variation of activities such as: games, motivation season, discussion, etc in order to make presentations more interesting to attract the prospective students. So the prospective students often feel bored and less interested when they are joining presentation.

Locations of these regions are far from Surakarta. In the implementation of personal presentation SAHID University Surakarta (USAHID) has to visit and
conduct presentation directly to senior high schools, so personal presentation requires more time, energy, and cost.

The prospective student’s interest to continue their study in the higher level in these regions is very low; most graduate students prefer to work than to continue their study in higher education institutions.

Although personal presentation has many weaknesses this communication channel is still effective to give information, build public knowledge, and attract the prospective student’s interest to continue their study in SAHID University Surakarta (USAHID). The indicator is the number of new students in SAHID University Surakarta (USAHID) which always increases every new academic year.

*Table 3.2 the number of new students during 3 academic years*

<table>
<thead>
<tr>
<th>Academic Years</th>
<th>The number of new students</th>
</tr>
</thead>
<tbody>
<tr>
<td>2009</td>
<td>550 Students</td>
</tr>
<tr>
<td>2010</td>
<td>625 Students</td>
</tr>
<tr>
<td>2011</td>
<td>720 Students</td>
</tr>
</tbody>
</table>

The data were obtained from the archives of Public Relations and admission division (HUMAS & PMB) SAHID University Surakarta. From the table it can be seen that the number of new students increases every new academic year. In 2009, there were 550 new students, it increased to 625 in 2010, and then in 2011 it increased to 720 new students.
The increase of the number of new students shows that personal presentation is effective. The constant increase indicates that information is spread, public gain better knowledge about SAHID Surakarta University (USAHID), and prospective student interest increases.

B. The Writer’s proposal to improve the Communication channel of SAHID University Surakarta (USAHID)

The following is the proposal s from the writer to improve the two communication channels that are used by SAHID University Surakarta (USAHID), which are establishment mutual relation with opinion leader, and personal presentation. Some efforts can be done to make these communication channels more effective. The points of improvement will be explained bellow:

1. Establishing mutual relation with opinion leader

Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID) arrange the schedule and meeting agenda with opinion leaders effectively, and make the lobbying more intensive, in order that the visitation to have a meeting and discussion with opinion leaders can be done more effectively, so it does not require more energy, time, and cost.

2. Personal Presentation

Public Relations and admission division (HUMAS & PMB) of SAHID University Surakarta (USAHID) forms a specialized presentation team which is
comprised of people who are competent in delivering presentation effectively, so this team can deliver all information about SAHID University Surakarta (USAHID) to the prospective students clearly, interestingly and attractively.

If SAHID University Surakarta (USAHID) involves all of their staff to conduct this personal presentation, they need to hold training about the presentation techniques and improve the staff’s knowledge about SAHID University Surakarta (USAHID) such as: description, points of interest, study programs, admission system, educational cost, etc. So it can improve the staff’s abilities in delivering all information about SAHID University Surakarta (USAHID) to the prospective students.

Public Relations and admission division (HUMAS & PMB) of SAHID University Surakarta (USAHID) prints a handbook which contains description, points of interest, study programs, admission system, educational cost, etc. This handbook is then distributed to all staff who are involved in personal presentation. So all of staffs do not only deliver presentation depending on their own ability and knowledge.

Public Relations and admission division (HUMAS & PMB) of SAHID University Surakarta (USAHID) uses more supporting media and equipments such as: projector, slideshow, speaker, etc. So this personal presentation can be more convincing, attractive, and interesting.

Public Relations and admission division (HUMAS & PMB) of SAHID University Surakarta (USAHID) has to be more creative and innovative in designing personal presentation events such as: holding a motivating season,
games, IQ test, band performance, panel discussion etc to attract the prospective students to get more information about SAHID University Surakarta (USAHID), even continue their study in SAHID University Surakarta (USAHID).
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the discussion of the topic in previous chapter, the writer draws two conclusions related to the objectives of this final project. The conclusions are:

1. The two communication channels which are used by SAHID Surakarta University (USAHID) which are establishing mutual relations with opinion leader and personal presentation are effective, because the aims of these communication channels have been achieved.

   The effectiveness can be seen from these indicators: (1) The number of senior high schools and vocational high schools which have been successfully visited to conduct personal presentation always increases in the last 3 years, (2) In three years cooperation, the number of new students from Sampit district always increases every new academic year, (3) In the last 3 academic years, the number of new students in SAHID University Surakarta (USAHID) always increases.

2. There are some proposals from the writer to improve the use of establishment mutual relation with opinion leaders and personal presentation as the communication channels in SAHID University Surakarta (USAHID). The proposals are:

   commit to user
a. establishing mutual relation with opinion leaders

Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID) has to plan meeting schedule and agenda with opinion leaders carefully to make them effective, and make the lobbying more intensive, in order to reduce energy, time, and cost which are required, and the visitation to have a meeting and discussion with opinion leaders can be done more effectively.

b. Personal presentation

Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID) has to compose specialized presentation team, improve the personnel’s ability in delivering presentation, use more supporting media and equipments in conducting personal presentation, and should be more creative and innovative in designing personal presentation events.

B. Suggestion

Based on the conclusions above, there are some suggestions to improve Public Relations and admission division (HUMAS&PMB) and SAHID University Surakarta (USAHID) performance. There are several suggestions from the writer to:
1. **Public Relations and admission division (HUMAS&PMB) of SAHID University Surakarta (USAHID)**

   a. Public Relations and admission division (HUMAS&PMB) should recruit more personnel who are competent in Public Relations field, because at this moment this division only has a small number of personnel who are competent in Public Relations field, and the others are lecturers who act as Public Relations officers.

   b. Public Relations and admission division (HUMAS&PMB) has to concentrate and improve the role of corporate Public Relations, in order to build a mutual understanding between the management of SAHID University Surakarta (USAHID) and its internal publics, because today Public Relations and admission division (HUMAS&PMB) concentrates more on marketing Public Relations, it causes the mutual understanding between the management of this university and its internal public is not properly established.

   c. Public Relations and admission division (HUMAS&PMB) should improve the communication channels which exist, in order to make these communication channels more effective.

   d. Public Relation and admission division (HUMAS&PMB) has to be more creative in designing pamphlet, leaflet, and brochure regularly which contain updates and interesting information.
2. SAHID University Surakarta (USAHID)

   a. SAHID University Surakarta (USAHID) should improve and make new innovation in study programs which are offered, because it is the main point of interest to attract the prospective students.

   b. SAHID University Surakarta (USAHID) should hold training and seminar to improve the performance of Public Relations officers especially in delivering personal presentation, because today most of Public Relations officers in this university have lack of ability in delivering presentation.