STRAATEGIC MANAGEMENT USED BY PUBLIC RELATION DIVISION OF SRAGEN LOCAL GOVERNMENT IN HOLDING THE FORTH SRAWUNG WARGA IN SUB DISTRICT OF GESI

FINAL PROJECT REPORT

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“Take your time with it. You have all the time you need. All the time in the world.”

- Allan Quartermain -

“Take a baby steps and don’t give up. ”

-Kemmy Nola-

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DEDICATION

This final project is dedicated to:

- Jesus Christ
- My parents
- Myself
PREFACE

Thanks to Jesus Christ for giving me the ability, opportunity, and creativity in composing this final project report. Greatest thanks are also given to everyone who always gives supports.

This report is written to fulfill the requirements in obtaining degree the English Diploma program of Sebelas Maret University. The writer did the job training in Public Relations Division of Local Government of Sragen for a month. The aim of the job training is to increase the knowledge about the role of Public Relations Practitioner.

The aims of this final project report are to explore the strategic management of Public Relations Division of Local Government of Sragen in holding Srawung Warga and to know the effectiveness of the program as an effort to make good relationship between government and the public and to build image of Local Government of Sragen as good government.

This final project is far from perfection, but it is expected that it will be useful for the readers.

Surakarta, January, 2013

Yosua Indriadmojo
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9. 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 in Public Relation Division of Sragen Local Government for one month, starting on February 27th until March 26th, 2012.

The aims of this final project report are to explore the strategic management of Public Relations Division of Local Government of Sragen in holding Srawung Warga and to know the effectiveness of the program as an effort to make good relationship between government and the public and to build image of Local Government of Sragen as good government.

In holding the forth Srawung Warga in Sub District of Gesi public relation division uses strategic management which is formulated in three steps. These steps are planning, executing, and evaluating. In planning Srawung Warga, Public Relation Division gathered information about Sub District of Gesi, determined the venue and the participant of the event, gathered information about the new program from other division and Local Government, arranged rundown of Srawung Warga and Regent speech pointer, and implemented coordination with the officer of Sub District of Gesi. The next step is executing the event based on the plan. The last step is evaluating. The public relation division evaluates that the forth Srawung Warga was running smoothly, but the dialogue was shorter than the plan.

The indicators to measure the effectiveness of Srawung Warga are the numbers of participants, the participant’s reaction and expression during the event, and participant’s opinion about Srawung Warga.

Hopefully, this final project report can be a reference for the Public Relations Division of Local Government of Sragen to create better strategic management in holding a program or an event.
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CHAPTER I

INTRODUCTION

A. Background

Public Relations Division has important role in local government of Sragen. There are several functions of Public Relations Division in local government of Sragen which are: planning, executing, and evaluating government program related to Public Relations. A program must be planned carefully to make the program runs smoothly. After running the program, Public Relations Division evaluates the program to make a good improvement in the next program.

Local government of Sragen has several new programs, and one of them is Srawung Warga. Srawung Warga is an interactive dialogue between Regent and the citizens in various areas in Sragen Regency. The purpose of this event is to listen to all suggestions, complaints and feedbacks from the residents. This program is very good because it can be a media for two way communications between local government and the citizens. This program can make good relationship between government and the citizens. In addition, it can build good images of the government too.

Srawung Warga is started in 2012 and it is scheduled 20 times on one year in 20 sub districts in Sragen Regency. It is held in sub district hall or village hall at night. This program was planned, executed, and evaluated by Public Relations...
Division of Sragen Regency. Public Relations Division determines the location of *Srawung Warga* and makes speech for Sragen Regent and the rundown of the program. They also become the Master of Ceremony, record, archive and make press release of the event. They also evaluate the event to improve the next *Srawung Warga*.

I want to know through this event about the strategic management used by Public Relations Division of local government of Sragen in holding *Srawung Warga*. I also want to know about the effectiveness of the program to build good relationship between the government and its public and to develop image of Local Government of Sragen as good government.

**B. Research Question**

The research questions of the research are:

1. What is the strategic management of Public Relations Division of Local Government of Sragen in holding *Srawung Warga*?
2. How effective is the program?

**C. Objectives**

The objectives of the research are:

1. To explore the strategic management of Public Relations Division of Local Government of Sragen in holding *Srawung Warga*.
2. To know the effectiveness of the program as an effort to make good relationship between government and the public and to build image of Local Government of Sragen as good government.

D. Benefits

I expect that the research will be beneficial for:

1. Public Relations Division of Local Government of Sragen

The report can provide information about the strategic management in holding Srawung Warga. It can also inform the effectiveness of the program as an effort to make good relationship between government and the public and to build image of Local Government of Sragen as good government. In addition, it is hoped that this information can be used to evaluate the strategic management used by Public Relations Division.

2. Readers

The report can be used for readers as additional references to create better strategic management in holding a program or an event.

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CHAPTER II

LITERATURE REVIEW

A. Public Relation

There are many definitions of public relation from many experts. These are several definitions of public relation according to several experts. According to Institute of Public Relation, one of public relation institution in England, the definition of public relation is:

Public Relations is about reputation – the result of what you do, what you say, and what others say about you. Public Relation Practice is the discipline which looks after reputation – with the aim of understanding and support, and influencing opinion and behaviour. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between organization and its public (PR, 1991: 1; Harrison, 2002: 2).

This definition shows that public relation is an effort to build and maintain good reputation and good relationship between organization and its public.

In line with the previous definition Frank Jefkins stated that “Public Relations consists of all forms of planned communication, outward and inwards, between an organisation and its publics for the purpose of achieving specific objectives concerning mutual understanding” (Jefkins, 1996: 9). This definition says that public relations is two-way communication between institution and its publics which are internal and external public in order to establish mutual relationship between institution and its publics.
There is another definition of public relation stated by Harlow as follow:

Public relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance and cooperation between an organization and its publics; involves the management of problems or issues; helps management to keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the 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 as its principal tools (Harlow, 1976: 36; Cutlip and Center, 1978: 4).

This definition says that public relation is a strategic management to help the institution to behave like the public’s expectation which aims to build good relationship between the institution and the public.

Based on those several definitions of public relations above, it can be concluded that public relations is about efforts to create good reputation and mutual relationship between institution and its publics. One of the efforts is making two-way communication between institution and its internal and external public to achieve good relationship between the institution and the public.

B. The Function of Public Relations

According Rachmadi, “the main function of public relations is growing and developing good relationship between organization or institution with its external and internal publics, in order to growing understanding, motivation and public participation in an attempt to make public’s opinion which profitable for organization or institution”(Rachmadi, 1992: 21).
This statement implies that the main function of public relations is to maintain good relationship between institution and its internal and external public and to influence public to support the institution.

According Edwin Emery, “the planned and organized effort of a company or institution to establish mutually beneficial through acceptable communication relationships with its various publics” (Emery, 1988: 382; Rachmadi, 1992: 21).

This statement says that the function of public relations is to maintain mutual relationship between institution and its public through planned and organized communication plan.

Based on the two statements above it can be concluded that the function of public relations is to maintain good relationship between institution and its publics through planned communication program to influence public to support institution.

C. Roles of Public Relations

According to the Cultip, Culture, and Broom (1978: 37) the roles of Public Relations are:

1. Communication Technician

Most Public Relations practitioners enter the field as communication technicians... Communication technicians are hired to write and edit newsletters, to write news releases and feature stories, to develop Web-site content, and to deal with media contacts.
2. Expert Prescriber

Roles of expert prescriber are to define the problem, to develop the program, and to take full responsibility for its implementation... The expert prescriber role is viewed as the authority on what needs to be done and how it should be done.

3. Communication Facilitator

...Communications facilitators serve as liaisons, interpreters, and mediators between an organization and its publics. They maintain two-way communications and facilitate exchange by removing barriers in relationship and by keeping channels of communication open. The goal is to provide both management and publics the information they need for making decisions of mutual interest.

4. Problem-Solving Facilitator

When public relations practitioners take a role as problem-solving facilitator, they become a part of strategic planning team to define and solve the problem... When they participate in strategic planning process, they understand program motivations and they support strategic and tactical decisions to achieve program goals.

Based on several roles of public relations above, it can be concluded that public relations has two major roles. First role is to create two-way communication and good relationship towards internal and external public. Second role is to make strategic planning and to solve the crisis situations
throughout any programs. With these two major roles, public relations is very important in organization or institution.

D. Strategic Management

According to the Cultip, Culture, and Broom (1978: 340) there are four steps in strategic management. These steps are:

1. Defining the problem

Defining the problem is first step in strategic management. This step involves gathering information and monitoring knowledge, opinions, attitudes, and behaviours of those concerned with and affected by the acts and policies of an institution...

2. Planning and Programming

After the information is gathered in the first step it is used to make decisions about program publics, objectives, action and communication strategies, tactics, and goals. This involves factoring the findings from the first step into the policies and programs of the institution...

3. Taking action and communicating

The third step involves implementing the program of action and communication designed to achieve the specific objectives for each of the public to accomplish the program goal...

4. Evaluating the program

The final step in strategic management involves assessing the preparation, implementation, and results of the program. Adjustments are made while

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the program is being implemented, based on evaluation feedback on how it is or is not working...

Based on the statement above, it can be concluded that strategic management consists of four steps. The first step is gathering information about target public. After the information is gathered, the next step is planning the program based on the information. The third step is executing the program based on program planning. The final step is evaluating the program to make improvements in the next program. These four steps cannot be separated and they are equally important. These steps must be done continuously to run the program smoothly.

E. Image

According to Diah Kristina (2009) there are five kinds of image. They are:

1. Mirror image
   This image is a reflection of perspective or interpretation of external public towards an institution believed by internal public. This image is possibly inaccurate and more of an illusion due to the lack of information, knowledge, and understanding of internal public towards the perspective and opinion of the external public.

2. Current image
   Current image is the opposite of mirror image. This image is a perspective used by external public towards an institution. Conformity between reality inside the institution and the perspective of external public towards the
institution becomes the main problem due to the lack of information of external public.

3. Wish image

Wish image is an image desired by the management. This image usually tends to be better than the real image.

4. Corporate image

Corporate image is often described as institution image as a whole and not limited only to programs and services.

5. Multiple image

An institution can have positive and negative image depends on its services to the society.

Based on several images above it can be concluded that good image is shaped from good actions and services done continuously by the institution towards its public.
CHAPTER III

DISCUSSION

A. Description of Job Training Activities

The aim of the job training is to increase the knowledge about the activities of Public Relations Practitioner. The job training was done at Public Relations division of Local Government of Sragen. The job training was started on February 27th until March 26th, 2012. The working hours in Public Relations division of Sragen Local Government were Monday to Thursday at 07.30 am – 02.00 pm, Friday at 07.30 am – 11.00 am and Saturday at 07.30 am – 02.00 pm. The trainee’s duty during the job training in Public Relation division was helping the officer to make news clipping from newspaper, press release, and video documentation.

The daily duty during the job training was making news clipping about Local Government of Sragen, but sometimes the trainee helped the officer to make press releases and video documentation. On March 5th 2012, the flag ceremony on the 1st week of March at the front yard of Sragen Local Government was made into a video documentation. Afterwards, press release about the inauguration of the civil servant candidate as the civil servant of Sragen Local Government was made by the trainee. On March 12th 2012, there was a visitation of the Social Minister. The Social Minister on behalf of the Social Ministry gave aids for the handicapped and the renovation of uninhabitable houses in Sragen.
On the next day, there was *Srawung Warga* at the hall of Sub District of Gesi. These events were also made into video documentation. On March 15\textsuperscript{th} 2012, video documentation and press release about training of grocery dealer was made by the trainee. On March 19\textsuperscript{th} 2012, the officer of public relations division was helped by the trainee to make video documentation about Muslim preacher workshop in hall of training agency in Srangen Regency. Those were the activities during job training in public relations division of local government of Srangen. The activities of job training help the trainee to know more about the activities of a public relations officer.

**B. Public Relation Division of Srangen Local Government**

Public relation division of Srangen Local Government is a division under the Third Assistance of Local Secretary of Srangen. The function of public relations division is to execute and coordinate activities or programs in the field of information and public relations which include the collection of information, news reporting, and protocol activities. To perform this function properly, public relation division is divided into three sub divisions. They are sub division of collection information, sub division of news reporting, and sub division of protocol.

- Sub division of collection information

The duties of Sub division of collection information are as follows:

- Implementing activities of data collection and data presentation.
- Preparing and creating printed information media and outdoor information media.
- Gathering the data for the content of internal media of Local Government of Sragen.
- Distributing printed information media to various parties.
- Gathering and presenting news clipping from newspaper.
- Analyzing the news and the information contained in the printed and electronic media.
- Building relationship and partnership in field of information and public relations.
- Preparing and archiving dialogue material and coordinating interactive dialogue activities.
- Creating and archiving publication material.
- Monitoring the artistic activities and management of Sragen Auditorium Building.
- Conducting archival activities.
- Implementing maintenance of employee data and preparing and reporting employee data regularly.
- Serving administration letters - correspondence of Public Relations division, both outgoing and incoming letters.
- Collecting data and maintaining inventory items belong to Public relations division.
• Sub division of news reporting

The duties of Sub division of news reporting are as follows:

• Implementing documentation of Regent’s activities and event or program of Sragen Local Government in the form of videos and photos.

• Implementing editing and processing of activities documentation.

• Archiving documentation files.

• Making press releases.

• Making Daily News manuscript for the Website of www.sragenkab.go.id.

• Implementing coordination with mass media in order to distribute the information.

• Implementing coordination with various radio stations in Sragen Regency in order to publish about policies of Sragen Local Government.

• Sub division of protocol

The duties of Sub division of protocol are as follows:

• Preparing accommodation for Sragen Local Government activities.

• Organising the layout of invited guests and regent and vice regent.

• Preparing transit for important guests

• Preparing and organising the events in Sragen Local Government.

• Preparing prayer text and prayer officer in ceremonial events in Local Government of Sragen.
• Implementing coordination with guest and creating guest visitation schedule.

These sub divisions are equally important and they must work together to make the function of public relation division work properly.

C. Srawung Warga

*Srawung Warga* is an interactive dialogue between Regent and the citizens in various areas in Sragen Regency. The purpose of this event is to listen to all suggestions, complaints and feedbacks from the residents. *Srawung Warga* started in 2012 and it is scheduled 20 times in a year. This program took place in various areas in Sragen Regency. It is held in sub district hall or village hall at night.

The participants of this event were local community leaders, youth leaders, women leaders, education leaders, religious leaders, and representatives of sub hamlet and hamlet in the area of *Srawung Warga*. Chairman of Parliament, Police Marshal, Chairman of Regency Court, and all of Chief Division of Sragen Local Government were also attending *Srawung Warga*. The participants of this event could give suggestions or complaints about Sragen Local Government performance in serving the public, programs and policies of Sragen Local Government and they could also tell the local government about the problem in their area. After listening the suggestions and complaints from the participants, the leaders of Local Government of Sragen gave feedback related to the suggestions and the complaints.

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From this interactive dialogue event, the Local Government of Sragen can increase the performance in serving the public, making and implementing better programs and policies and solving the problem that occur in Srawung Warga area. This event is very good because it can be a media for two way communications between local government and the citizens. Srawung Warga could also make good relationship between government and the citizens. In addition, it can build good images of the government too.

D. Strategic Management in Holding Srawung Warga

Public relations division of Local Government of Sragen uses strategic management to holding Srawung Warga, so it can run smoothly. It is necessary to know about the strategic management of Public Relations Division of Local Government of Sragen in holding Srawung Warga, especially in holding the forth Srawung Warga in Sub District of Gesi. The strategic management used by public relation division is formulated in three steps. These steps are:

- Planning

In planning the Srawung Warga, Public relations division started with gathering information about Sub District of Gesi. After that they determined the venue of the event. The venue was the hall of Sub District of Gesi. Public relations division chose the hall of Sub District of Gesi because it was close to Tanggan garbage final disposal that will be visited by the Regent after the Srawung Warga. After determining the venue, public relations division determined the participants of the event. The participants were local community
leaders, youth leaders, women leaders, education leaders, religious leaders, and representatives of hamlet and sub hamlet in Sub District of Gesi. The sum number of the participant was 500 people.

After determining the participants, the officer gathered information about news program from other division, Local Government activities and programs and aids from the other division for people in Srawung Warga area. Based on the information gathered, only Department of Traffic and Transportation giving assistance by giving free helmets to elementary and junior high school students in Sub District of Gesi. After that, the officer arranged rundown of Srawung Warga and Regent Speech pointer. The last step was implementing coordination with the officer of Sub District of Gesi based on the rundown that they made before and asked the officer to inform the participant about the event.

- Executing

After planning the event, the next step was executing the event based on the planning. The first step in executing Srawung Warga was informing the participant one week before the event started. The participants were informed through the official letter from office of Sub District of Gesi. The letter told them about the date and the venue of the event. It also informed them the purpose of the event. The event was held in hall of Sub District of Gesi. The hall was chosen as the venue of this event because all the participants are familiar with the hall and it could accommodate more than 500 persons.

Srawung Warga was started with welcome speech by the Leader of Sub District of Gesi. This speech was encouraging both the government and its public.
to build good relationship through *Srawung* Warga. In the opening, the participants were entertained by 20 students of Poleng Elementary School who performed butterfly dance. The participants also enjoyed *geguritan* (Javanese poetry) and *macapat* (Javanese traditional song) which were performed by students of Gesi public junior high school and Blangu elementary school. These performances were performed not only to entertain the participants but also to show to the government that kids in Gesi had an interest to learn and to preserve traditional arts.

On this program, the Regent informed the participants about new programs of Sragen Local Government. The new programs are renovation of uninhabitable house program, aid for severely disabled people, death benefit for poor families and incentive aid for hamlet leader, sub hamlet leader, and village officials. These new programs were created to help poor people in Sragen Regency. It is an evident that Local Government of Sragen took care of its people especially the poor. These programs was informed through direct communication because the Local Government of Sragen wanted the Participants to understand more about the program and persuaded them to support and pass information about the program to other people.

In the interactive dialogue, the participants could share their problems and suggestions directly to the Regent, so the regent knew about the real problem of the participant and discussed together to solve the problem. After the dialogue, the Regent conducted a meeting about development of Tanggan garbage final disposal with all of Division Leader of Sragen Local Government. The purpose of
this meeting was finding the best development of Tanggan garbage final disposal, thus the people of Gesi could took advantage from it. In the next day Srawung Warga was conducted with tree planting activities in yard of Sub District of Gesi with elementary, junior and senior high school students. The tree planting activities was chosen to teach the student the importance of took care of their environments. The last activity of Srawung Warga was the visit made by the Regent and all division leaders to Tanggan garbage final disposal. The purpose of the visit was to observe the condition of garbage final disposal, so they could determine the further action to develop it.

- Evaluating

The last step of the strategic management is evaluating. The public relation evaluated that the forth Srawung Warga was running smoothly, but the dialogue was shorter than the planning. It was because the event was late to start. Another reason was after the dialogue there was a meeting to discuss about Tanggan garbage final disposal. This meeting was ineffective because its participants were tired and sleepy.

This strategic management help the public relation division to run the event smoothly. It also provides evaluation that can be used to improve the next Srawung Warga.

E. Effectiveness of Srawung Warga

There are indicators to measure the effectiveness of Srawung Warga as an effort to make good relationship between government and the public and to build
image of Local Government of Sragen as good government. The indicators are the number of participant of *Srawung Warga*, the participant’s reaction and expression during the event, and the participant’s opinion about *Srwaung Warga*.

The first indicator is the number of participant of *Srawung Warga*. Based on the interview with one of officers of public relation division, the participants of this event always more than five hundred people or more than the sum number of the participants that they planned. It shows that the people of Sragen Regency are very excited and enthusiastically to join the program. It also shows that they give a chance to the Local Government to build good relationship and good understanding with them by attending the event.

The second indicator is the participant reaction and expression based on the observation during the fourth *Srawung Warga* in Sub District of Gesi. During the event they did not leave their seats until the event finished. They also enthusiastically listened the regent speech and the interactive dialogue. They gave good cooperation during this event. Therefore based on the participant reaction during the event it can be concluded that the event can build good communication and good relationship between government and the participants.

The last indicator is the participants’ opinion. After the event, some of the participants were interwoven about this event by the trainee. Most of the participants said that this event was good because through this event they could share about their problems and give suggestions directly to the regent. They also said that through this event their problem was listened and could be solved by the government. They were also glad that the government was willingly to
communicate directly with them and try to solve their problem. They said that the good government was a government that took care of its people. Based on this interview, it can be concluded that *Srwaung Warga* can build good image of good government.

Based on the indicators, it can be concluded that *Srwaung Warga* program is effective program to build good relationship between government and the public and to build image of Local Government of Sragen as good government.
CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

From explanation in the previous chapter, it can be concluded that the strategic management used by Public Relation Division of Local Government of Sragen in holding the forth Srawung Warga in Sub District of Gesi is formulated in three steps. These steps are planning, executing, and evaluating. In planning Srawung Warga, Public Relation Division gathered information about Sub District of Gesi, determined the venue and the participant of the event, gathered information about the new program from other division and Local Government, arranged rundown of Srawung Warga and Regent speech pointer, and implemented coordination with the officer of Sub District of Gesi. The next step is executing the event based on the plan. The last step is evaluating. The public relation division evaluates that the forth Srawung Warga was running smoothly, but the dialogue was shorter than the plan.

The indicators to measure the effectiveness of Srawung Warga are the numbers of participants, the participant’s reaction and expression during the event, and participant’s opinion about Srawung Warga. The participants of Srawung Warga are more than five hundred people or more than the sum number of the participants that Public Relations Division planned. The Participants did not
leave their seats until the event finished and gave good cooperation during this event. Most of the participants said that this event was good because through this event they could share about their problems and give suggestions directly to the regent. Based on the indicators, it can be concluded that *Srawung Warga* is an effective program to make good relationship between government and the public and to build image of Local Government of Sragen as good government.

**B. Suggestion**

The trainee suggest that public relations division must pay more attention on strategic management in holding *Srawung Warga*, so delay start of the event can be avoided. The trainee also suggest that the duration of interactive dialogue in the next *Srawung Warga* must longer than the previous *Srawung Warga*, thus the participants have more chance to share their problems and suggestions directly to the Regent.