THE FUNCTIONS OF PUBLIC RELATIONS

IN PT. RADIO BINTANG MEDIA SWARA (SOLO RADIO)

FINAL PROJECT REPORT

Submitted as Partial Requirement in Obtaining Degree in the
English Diploma Program, Faculty of Cultural Sciences
Sebelas Maret University

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ENGLISH DIPLOMA PROGRAM
FACULTY OF CULTURAL SCIENCES
SEBELES MARET UNIVERSITY
SURAKARTA
2015
APPROVAL OF CONSULTANT

Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Cultural Sciences
Sebelas Maret University

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“So verily, with the hardship there is relief. Verily, with the hardship there is relief”
(Q.S Al-Insyirah: 5-6)

“The most certain way to succeed is always to try just one more time”
(Thomas A. Edison)

“Don’t give up and do the best”
(The writer)
DEDICATIONS

This report is dedicated to:

- My beloved parents
- My big family
- All my friends
PREFACE

The writer would like to thankful to Allah SWT for giving me ability and opportunity in composing this final project report. The writer also gives the greatest thank to everyone who always helped and supported in finishing this final project report.

This report is written to fulfill the requirement in obtaining degree the English Diploma Program Degree in Faculty of Cultural Sciences, Sebelas Maret University. In this final project report, the writer explains about the functions of Public Relations in Solo Radio. This report was based on the job training conducted by the writer in Public Relations Division of Solo Radio for about two months.

The writer completely realizes that the final project is far from being perfect. It is also opened for criticisms and suggestions. At last, the writer hopes this final project will be useful for the readers especially for those who are interested about Public Relations.

Surakarta, July 2015

Nashibah Al Yusro
ACKNOWLEDGEMENT

First of all, the writer would like to say *Alhamdulillahi Rabbil’ Alamin* to express the writer’s highest gratitude to Allah SWT who has given the writer blessing and guidance to finish this final project report.

However, this work could not be accomplished without some helps from some people and the institutions. I would like to express my highest gratitude to:

1. Prof. Drs. Riyadi Santosa M.Ed., Ph.D as a Dean of Faculty of Cultural Sciences of Sebelas Maret University.

2. Mr. Agus Dwi Priyanto S.S., M.CALL as the Head of English Diploma Program.

3. Mr. Muhammad Taufiq Al Makmun S.S., M.A as my supervisor and my academic supervisor for his kindness, patience, advice, support, and guidance in helping me to finish this final project and my study in English Diploma Program.

4. Mr. Yunianto Puspowardoyo S.E., M.M as the General Manager of Solo Radio.

5. The Public Relations Officer of Solo Radio, Dinar Widianita S.I.Kom, for her kindness in guiding me during did the job training and gives me opportunity to get a lot of experience there, and also become my great teacher during job training.
6. All the management staffs of Solo Radio: Mbak Irvi, Mbak Esti, Mbak Vita, Mbak Yuli, Mbak Novita, Bu Erni, Mas Imam, Mas Rahmat, Mbak Putri, Mbak Dian, Pak Yudi, Om Pete, Mas Maryanto, Mbak Ayik, etc that cannot be mentioned one by one, I am really glad to have a new family here.

7. All of my family members; my mother, my father and my brothers, for the endless love, prayer, care, support, and motivation.

8. My friends English Diploma Program, Wahyu, Rizki, Mas Sugeng, Ika, Uncrud, Kikik, Tirza Indrya, Deni, Disti, Santi, Raras, Setya, Shela, Sifa, Santika, Novita Muharyani, Rani, Novi, Ria, Pandam, Indah, for all the support that given to me to finish the final project.

9. All my friends English Diploma Program of 2011 year for the care, support, love, laugh, and kindness.

Finally, I would like to express my gratitude to all people who have helped me in finishing my study and final project.

Surakarta, July 2015

Nashibah Al Yusro
ABSTRACT

NASHIBAH AL YUSRO, 2015, THE FUNCTIONS OF PUBLIC RELATIONS IN PT. RADIO BINTANG MEDIA SWARA (SOLO RADIO), English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University.

This final project is written based on the job training which has been done at the Public Relations Division of Solo Radio for two months. The writer conducted the job training in Public Relations Division of Solo Radio functions as: checking proposals, checking email, making press release, typing business letters, making monthly report, taking part in event, accompanying Public Relations officer to attend invitation, and lobbying.

The objectives of this report are to describe the functions of Public Relations Division of Solo Radio and to describe the strength and weakness of Public Relations Division of Solo Radio in conducting its PR functions. The result shows that the functions of Public Relations Division of Solo Radio are: be communicator between the company and its public, establish and maintain good relationship with the internal and external public of Solo Radio, back up management of the company, and create good corporate image. The writer found the strength and weakness of Public Relations Division of Solo Radio in conducting its PR functions. The strengths are the Public Relations officer of Solo Radio has a good discipline and high responsibility in handling her job, the brand image of Solo Radio as radio for young people, the structure organization of Public Relations Division of Solo Radio which is under the General Manager, the good relations between Public Relations officer of Solo Radio with other division, and the facilities of Public Relations Division of Solo Radio which are fairly complete. On the other hand, the weakness is the lack of staff Public Relations Division of Solo Radio.

Hopefully, this final project report can be beneficial to the readers those who are interested in.
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