

**THE FUNCTIONS OF CLIPPING AND DOCUMENTATION IN
EVALUATION STEP DONE BY PUBLIC RELATIONS DIVISION
OF BIK OF PEMKOT SURAKARTA**



FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining
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Sebelas Maret University

By:
Angga Earieska
C9305006

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APPROVAL OF SUPERVISOR

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English Diploma Program, Faculty of Letters and Fine Arts
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Final Project Report : The Functions of Clipping and Documentation in
Evaluation Step done by Public Relations Division
of BIK of Pemkot Surakarta.
Name : Angga Earieska
NIM : C9305006

Supervisor:

1. M.Taufiq Al Makmun, SS
Supervisor

(.....)
NIP.132309445

APPROVAL OF THE BOARD OF EXAMINERS

Report Title : The Functions of Clipping and Documentation in
Evaluation Step done by Public Relations Division
of BIK of PEMKOT Surakarta.
Name : Angga Earieska
NIM : C9305006
Examination Date : August 12,2008

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

The Board of Examiners:

1. Yusuf Kurniawan, SS,MA (.....)
Chairperson NIP.132231475
2. M.Farkhan M.S.Ag.M.Ag (.....)
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Main Examiner NIP.132309445

**Faculty of Letters and Fine Arts
Sebelas Maret University
Dean**

**Drs. Sudarno, M.A.
NIP.131 472 202**

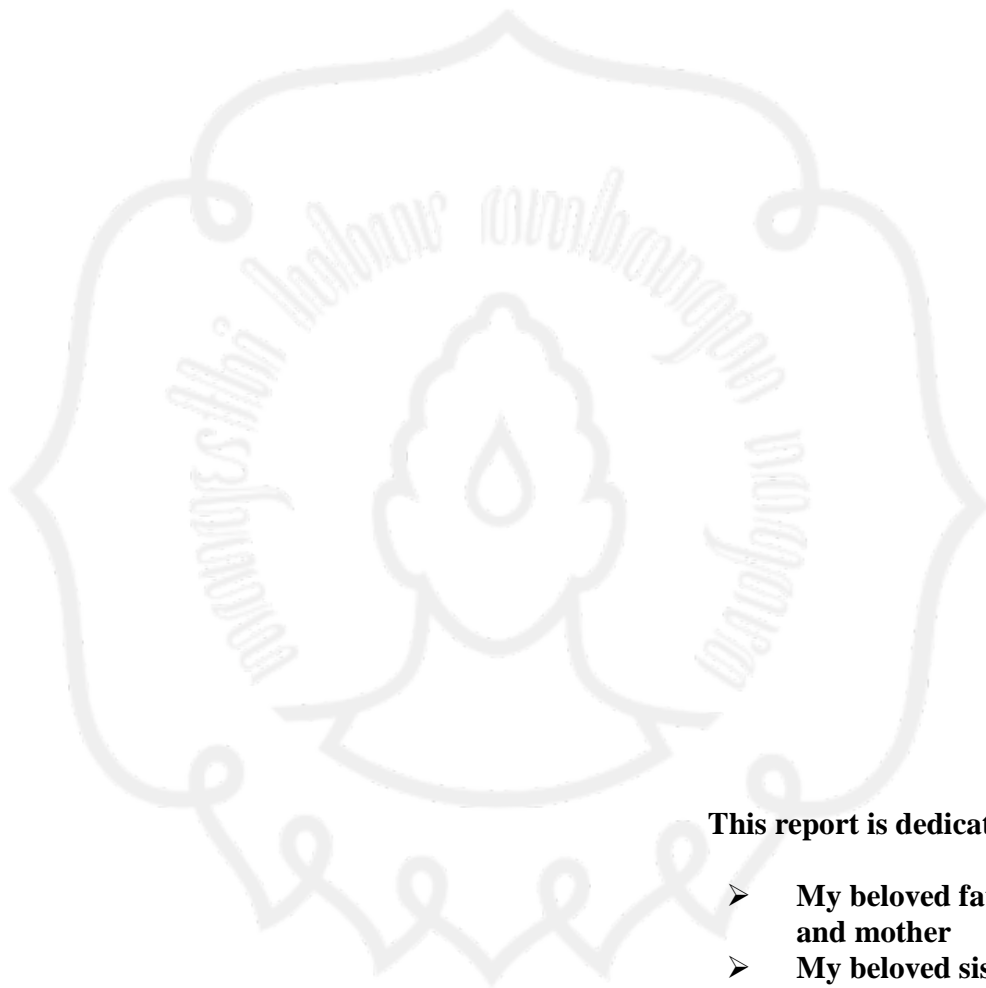
MOTTO

*There are no secret to success.
It is the result of preparation, hard work and learning from failure
(Colin Powel)*

*You may live for nothing or die for something
(Rambo)*

*Trusting “Allah Swt” the all mighty god is the answer of every problem
(The writer)*

DEDICATION



This report is dedicated to :

- **My beloved father and mother**
- **My beloved sister**
- **All of my friends**

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Surakarta, August 2008

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PREFACE

This report is written by the writer to fulfill the requirement in obtaining the English Diploma III Degree. This is a report of job training in the Public Relations Division of Information and Communication Bureau of Surakarta City Government. The writer chose this Bureau as the place of his job training because he wanted to learn about the practice of Public Relations, especially in Government institutions.

This paper entitled, “The Functions of Clipping and documentation in The Evaluation Step Done by Public Relations Division of Information and Communication Bureau(BIK) of Surakarta City Government(PEMKOT Surakarta)”, gives information about the function of Clipping and Documentation in Public Relations Division in a government institution. This paper also shows the readers about the problems in the making process of clipping and documentation by Public Relations Division of BIK of Surakarta City Government.

The writer realizes that this paper is far from perfect. The writer appreciates and accepts any advices and criticisms.

Finally, the writer hopes that this paper is useful for all the readers.

Surakarta , July 2008

Angga Earieska

ABSTRACT

Angga Earieska. 2008. **The Functions of Clipping and Documentation in the Evaluation Step Done by Public Relations Division of BIK of Pemkot Surakarta**, English Diploma Program, Faculty of Letters and Fine arts, Sebelas Maret University.

This final project report is written based on the job training, which has been done by the writer in Public Relations Division of BIK of Surakarta City Government. The writer had a job training program for more than 100 hours. It was done from February 22, 2008 until March 24, 2008.

The objectives of this final project are to know the functions of clipping and documentation in the evaluation step done by Public Relations Division of BIK of Surakarta City Government and also mention about the problems in the making process of clipping and documentation by Public Relations Division of BIK of Surakarta city Government. The data in this report were taken from observation and informal interview.

The result of this report shows that the function of clipping and documentation in the evaluation step done by Public Relations Division of BIK of Surakarta City Government are as the updated information material which can be distributed to the other sections that are connected, as a source of particular references which is used as supporting information, as a guidance or reference to anticipate the special event that will be faced in the future, and as a measurement on how good the reputation, perception, and image in the society. Public Relations Division of BIK have some problems in the process of making clipping and documentation, those problems are: The late arrival of newspaper in the morning, low discipline and spirits of some officers, lack of skill and knowledge in operating computer, photography and journalistic, and lack of facilities in BIK.

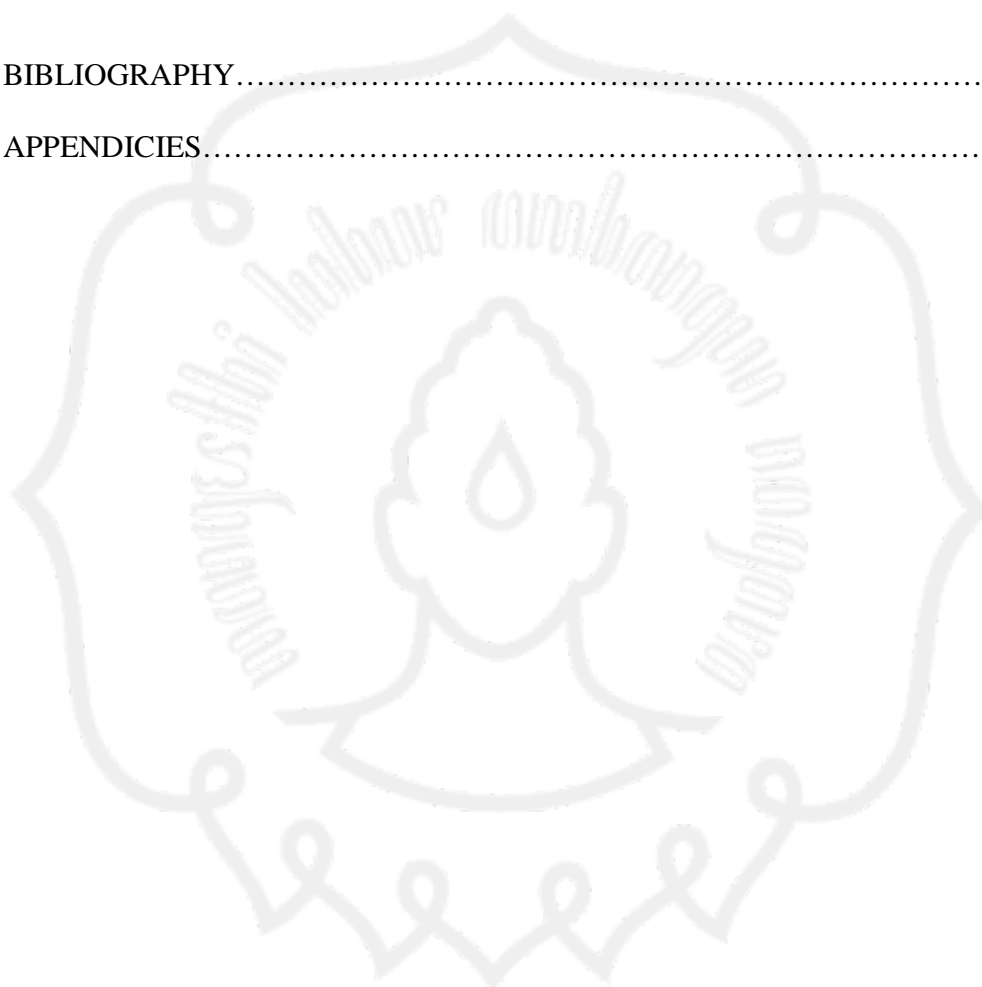
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CHAPTER I

INTRODUCTION

A. Background

In the information revolution today, information becomes a basic resource which has influence to the world. Nowadays, information has become social needs for every body in the world. As a developing country, Indonesia has to be able to take the advantages of information revolution to speed up its development process, and make Indonesian becomes informative society. The dissemination of information is more and more important. In this matter, the role of Public Relations is needed, so that the information can reach the target.

Nowadays, Public Relations Division is not only in private sector, but also in government sector. It means that Public Relations division has an important role in an organization or in an institution. It plays role between two places, internal and external area. Internal area is where the organization or institution they work, while external area is directly connected with public or society. The role played by Public Relations Division is to create public opinion, to develop the harmonious relationship between an organization, institution and the public. To create good image of an organization or an institution.

Surakarta's Information and Communication Bureau (Badan Informasi dan komunikasi Surakarta-BIK) is a government institution which has Public Relations Division. Public Relations Division of BIK is non profit organization that emphasizes more on community service as the source of information for the public. It has the important role for giving information about governmental policies, programs, and

activities to the public. Through the Public Relations Division, the public can know the transparency of Surakarta City Government.

According to Cutlip and Centre (2000:4) there are four steps that should be done by Public Relations Officers to get effective communication. They are Fact Finding, Planning, Communication, and then Evaluation. In Evaluation Step, Clipping and Documentation is very urgent.

To know the functions of clipping and documentation in Public Relations of BIK, the writers was interested to have job training in Public Relations Division of Information and Communication Bureau (BIK) of Surakarta City Government as Public Relations Officer for one month, from February 22, 2008 to march 24, 2008. Then he was interested in making it as the topic of final project report entitled “The Functions of Clipping and Documentation in the Evaluation Step Done by Public Relations Division of Information and communication Bureau(BIK) of Surakarta City government (PEMKOT Surakarta)”.

B. Objectives

The objectives of this paper are:

1. To know the functions of clipping and documentation in evaluation step done by Public Relations Division of Information and Communication Bureau (BIK) of Surakarta City Government.
2. To mention about the problems in the process of making clipping and documentation by Public Relations officer of BIK of Surakarta City Government.

C.Benefits

The writer hopes that the reports are gives benefits to:

1. **BIK of Surakarta City Government**
The final project can be used for BIK in order to know upon the problems faced by Public Relations Division of BIK Surakarta City Government in the process of making clipping and documentation.
2. **The readers**
The final project can give the readers a lot of information about the functions of clipping and documentation in Public Relations Division of Surakarta's City Government.

CHAPTER II

LITERATURE REVIEW

A. Public Relations

The term “Public Relations” has many interpretations and meanings. Public Relations is the distinctive management functions which help establish the mutual lines of communication, understanding, acceptance, and cooperation between an organization and its public. (Cutlip, Center, and Broom, 2000:4).

The definitions of public Relations according to some experts in Oemi Abdurachman(1984: 24) are as follows:

1. The definition of Public Relations according to J.C Seidel: Public Relations is the continuing process by which management endeavors to obtain good will and understanding of its costumers, its employees and the public at large, in worldly through self analysis and correction, out worldly through all means of expression.
2. The definition of Public Relations according to W. Emerson Reck: Public Relations is the continued process of keying policies, services, and actions to assure complete understanding and appreciation.
3. The definition of Public Relation according to Howard Bonham: Public Relations is the art of bringing about better public understanding which breeds greater public confidence for any individual or organization.

So, Basically, Public Relations is continuing effort by the management of an organization or institution to obtain good will, understanding, acceptance, and cooperation from its costumers, employees and the public at large.

B. Government Public Relations

Public Relations in governmental institution is functional needs of institution to spread information regarding policies, programs, and activities of government agency to the society. Therefore, Public Relations in government institution use advertising and technique of publicity's that are very useful to make society in aware about institutions activities. (F. Rachmady, 1992:77)

According to F. Rachmady (1992:78), a public Relations Division in government institution has some duties, which are:

1. To give information and education to the society about the government policies, program, and activities and also give service about information that are needed by the society.
2. To give assistance to the mass media, such as: Information dealing with governments policies, program, activities, including the facilities to cover the formal agenda. Government is a source of information for the media; therefore the openness of information between the government and the media is truly needed.
3. To promote the progress of economy and culture that has been achieved by a state to the society in both nationally and internationally.

4. To monitor public opinion dealing with the government policies, then give the result to the authorities of the governmental institution as an input.

According to Sam Black in Effendy (1986:50-51), Public Relations in government institution has four main objectives:

1. To keep citizens to be well informed upon the councils policy and its day- by-day activities.
2. To give citizens an opportunity to express their views on important new projects before final decisions are taken by the council.
3. To enlighten citizens on the way in which the system of local government works and inform their rights and responsibilities.
4. To promote a sense of civil pride.(Effendy, 1986:50-51)

So, Public Relations in governmental institution is like eye and ear for the institution. It also has the duty to support the government's policies, monitor the situation in society, especially the situation that has relation with the government policies, programs, and activities. Basically, a Public relations in government institution is more emphasized on community service.

C. Clipping and Documentation

According to Cutlip and Centre (2000:341) there are four steps that should be done by Public Relations Officers to get effective communication. They are Fact Finding, Planning, communication, and then Evaluation. In Evaluation step, clipping and Documentation is very urgent.

Documentation and Clipping are one of Public Relations activities related to analyzing or observation, and evaluation toward development of company and institution business progress, it's activities and special program whether commercial

and non commercial which have been publicized in several mass media, then its stored. It also becomes a source of information, which is needed as basic to make the next PR program. (Rosady Ruslan, 2001:219). Further, Rosady Ruslan (2001: 221) defines documentation as something related to activities of collecting, processing, selecting, analyzing, and then evaluating entire data, information, and document upon some activities (events) or particular job which was published through electronic and printed media then restored in systematic and well organized way. Rosady Ruslan (2201:221) defines news clipping as activities of choosing, cutting, restoring and then copying some news, article, press photo on particular event which has happened and been printed in several printed media, like newspaper, news magazine, tabloid etc.

According to Rosady Ruslan (2001:224), the functions of documentation and clipping are:

1. As the updated information material which can be distributed to the other sections that are connected
2. As a source of particular references used as supporting information. For example for compiling speech script, Public Relations house journal, etc
3. As a guidance or reference to anticipate the special event that will be faced or to achieve the improvement and development of company working program in the future
4. Clipping has a role as source of information and data to monitor the competitor activities
5. As a measurement on how good the reputation, perception, complaint and image of organization or institution in the society
6. As internal media communication
7. Then the clipping is stored as documentation activities of company or institution

In conclusion, Documentation and clipping is very important as a source of information, which is needed as a basic to make the next Public Relations program.

CHAPTER III

DISCUSSION

A. Description of Information and Communication Bureau (BIK) of Surakarta City Government

1. History of BIK of Surakarta City Government

Information and communication bureau (BIK) of Surakarta City Government was Founded on November 28, 2001, based on the regional rule of Surakarta City No. 6 TH 2001 Chapter V about the organizational structure and official administration for the region of Surakarta city. In implementing its task, BIK is guided by the decree of surakarta's mayor NO .32 TH 2001 about the explanation of BIK's task. BIK is located on Jendral Sudirman street No.2 Surakarta. BIK of Surakarta city government has four sections, namely:

- Public Relations Section of Surakarta city
- Information Department of Surakarta city
- Management Electronic Data section
- Code and Communication section

As one of the governments tools of Surakarta city, BIK implements the regional administration based on the principal of autonomy and has the responsibility to increase the quality of services to the public and the society's prosperity. The participation of BIK in communication and mass media has purpose to increase the exchange of information and communication among the society's groups by developing the information centers that support the two traffics communication.

Besides receiving the information, BIK also processing and developing the informations based on the society's needs. All of the BIK's activities are as the efforts to develop the information services to the society, government institutions, press, and private institution as the targets of information.

2. Vision, Mission, and motto of BIK

2.1 Vision of BIK

The vision of BIK is to create the informative society to support the Surakarta city as a cultural city that focuses on commercial potentials, services, education, tourism, and sport.

2.2 Mission of BIK

The missions of BIK are:

- a. To develop the partnership between the government, press, society, and private.
- b. To increase the quality and the quantity of information and communication system.
- c. To develop the professionalism of apparatus in managing information.
- d. To increase the society's participation in developing information and communication.

2.3 Motto of BIK

The mottos of BIK are as follows:

- a. Information is a need
BIK with a new paradigm will actively develop the information services as the right solution to fulfill the needs of information.
- b. Information is the window of the world

The support from government, press, society, and private institution will bring the information and communication bureau (BIK) into a new paradigm as an accurate information source.

- c. Supporting the law enforcement.

BIK supports the law enforcement by giving the information to the society without discrimination in respect to human rights based on the values and norms in society.

3. Role and Policy Direction of BIK

3.1 Role of BIK

The roles of BIK are:

- a. BIK is the communication source media between the government institution with the society and among the society's groups
- b. BIK is the source of formal information for the society of Surakarta city.
- c. BIK is the motivator of society in Surakarta.

3.2 Policy Direction of BIK

The policy directions of BIK are as follows:

- a. To increase the society's role in monitoring the media to prevent the misuse of press freedom and to develop the quality of regional press.
- b. To increase the role of communication through the regions mass media to spread the governments policies and society's aspirations in the framework of publics responsibility

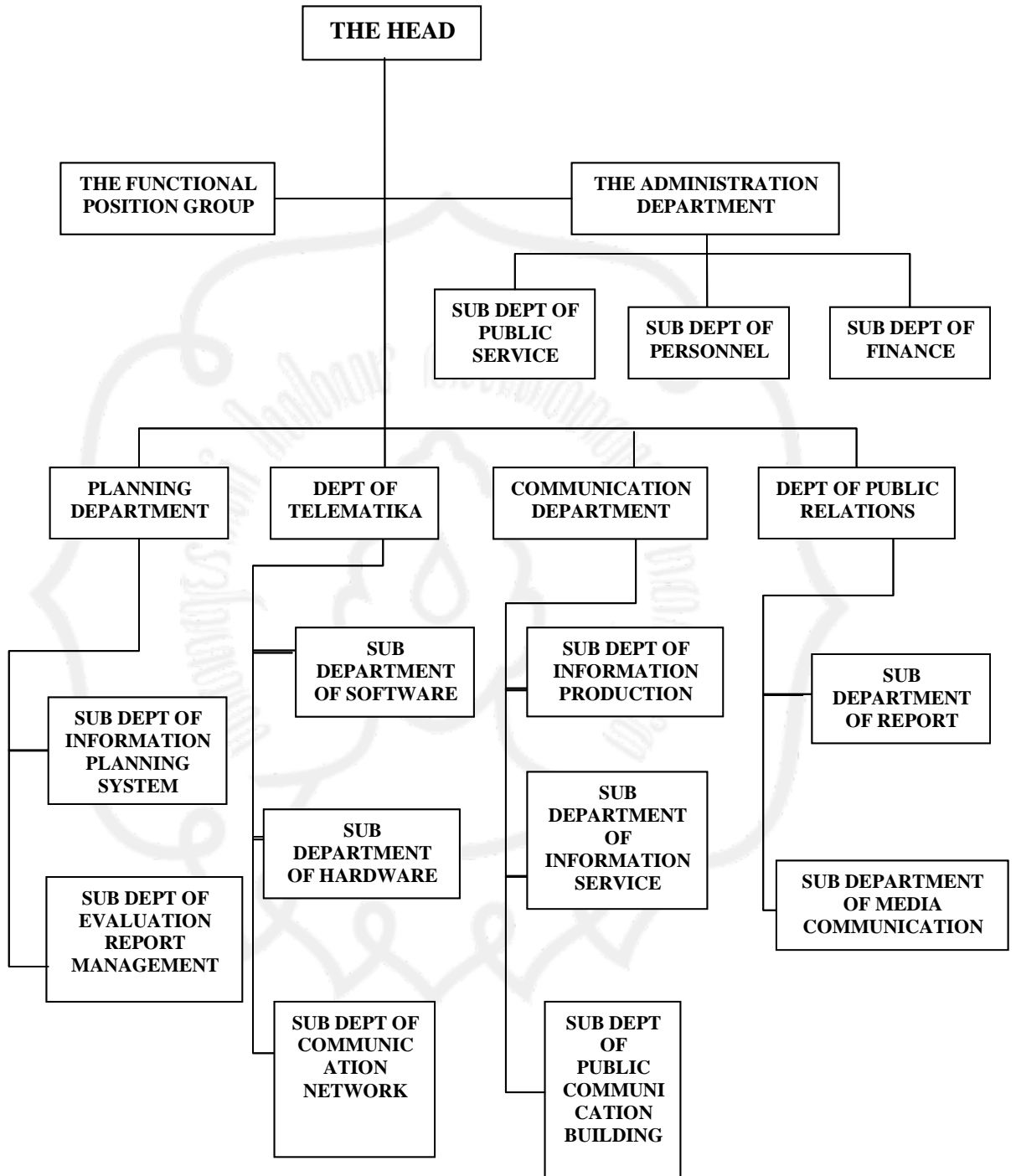
4 Functions of BIK

BIK has some functions to support all of the government's activities that have relation with information and communication field. The functions of BIK are as follows:

- a. To arrange the plan of programming, counseling, evaluating, and reporting.
- b. To manage and to develop the system of information's management.
- c. To organize the secretarial Bureau
- d. To implement the production and information services
- e. To organize the Public Relations
- f. To organize counseling

5. Organizational Structure of BIK

Based on the Regional Rule of Surakarta City NO.6 Year 2001c about the organizational structure and official administration for the region of Surakarta City, The organization structure of information and communication Bureau of Surakarta City Government is as follows:



6. Public Relations Division of BIK

The Public Relations Division is one of the divisions in the information and communication bureau (BIK) of Surakarta City Government. Public Relations Division has the duties to implement Public Relations in creating public sympathy in accordance with the technical policy that are determined by the head of BIK. Public Relations Division of BIK consists of two subdivisions; they are News Release and Communication Media Subdivision. To support all the activities of Public Relation Officers, Public Relations Division of BIK has some equipment such as cameras, television, video compact disc players, tape recorders, and computers.

Each subdivision in Public Relations Division has important duties to organize the information and communication in Surakarta City Government. These are the job description of the head of Public Relations Division, the head of News Release Subdivision, and the head of communication Media Subdivision.

1. The job descriptions of the head of Public Relations Division are as follows:
 - a. To arrange the work programs of Public Relations Division
 - b. To divide the duties to the staff
 - c. To give explanation and guidance to the staffs about job implementation
 - d. To control the job implementation off the staffs
 - e. To check up the result of the staffs works
 - f. To evaluate the results of staffs works periodically.
 - g. To develop the communication types for creating public opinion through many media.
 - h. To process and analyze public opinions as materials to formulate the government policies
 - i. To organize the inventory, documentation, photography, and recording of the governments policies and activities.

- j. To summarize the problems in order to prepare the solutions.
 - k. To organize administration to make the annual report.
2. The head of news release subdivision has the main duty to make news release through many media. The other duties are:
- a. To arrange the works of News Release Subdivision based on the work programs of Public Relations Division.
 - b. To collect News from mass media.
 - c. To process and analyze the news as opinion materials of problem solution.
 - d. To prepare news release about the activities of Surakarta Government through printed and electronic media.
 - e. To prepare the response and explanation to the letters in the printed and electronic media or letters from society.
 - f. To prepare press release and to organize press conferences.
 - g. To cover the activities of Surakarta City Government.
3. The head of Communication Media Subdivision has the main duty to collect and analyze the information as the materials of the mayor's policy and to carry out recording, presentation, and exhibition. The other duties are:
- a. To arrange the works of communication Media Subdivision based on the work programs of Public Relations Division.
 - b. To organize radio broadcasting about Surakarta City Governments activities.
 - c. To organize the publication of printed media.
 - d. To report and establish information about Surakarta City Government.

B.Activities on the job training

1. Activities

During the job training in the Public Relations Division of Information and Communication Bureau of Surakarta City Government, the writer did the activities that had relations with the Public Relations field. The job training was started on February 22, 2008 and ended on March 24, 2008. The writer's working hours in Public Relations Division were Monday to Friday at 07.00 a.m. to 01.00 p.m.

All of writer's activities in Public Relations Division of BIK had the purpose to develop and to practice his ability in Public Relations field that had been obtained in university. In implementing the job training, the writer's was assisted by all of the officers of Public Relations Division.

Everyday, the writer helped the Public Relations officers to implement their duties. The writer's activities were looking for the information about BIK, helping the Public Relations officers to make newspaper clipping about Surakarta's trend issues, typed the text report of the Public Relations officers, made a press release and made a speech for Surakarta's mayor.

During the job training in the Public Relations Division of Information and communication Bureau of Surakarta City Government, the writer succeeded to finish some duties, such as:

a. **Making newspaper clipping about Surakarta's trend issues**

Everyday, the writer was asked to collect news about Surakarta from some newspaper such as : SOLOPOS, Suara Merdeka, KOMPAS, Radar Solo, Jawa Pos, Joglo Semar and Seputar Indonesia. the writer assisted by one staff, finds the related news and then cutting them. The news can be about

policies, services, and events that are made by Surakarta City Government. Then, the writer stuck them on the paper based in the name of newspaper and arrangement of the date. Then the writer copied it 8 times, then sent it to several departments. Those departments are: Dinas kesehatan, Assisten pemerintahan, walikota, wakil walikota, Bagian administrasi, Dinas umum, Bapeda (Badan Pemerintahan Daerah) and Dinas Pasar.

b. Analyzing News

After the writer made newspaper clipping, he re-read the news to analyze what the problems were. Then, the writer typed the suitable theme for each division. Those divisions are:

- Bagian Pemerintah dan Otonomi Daerah
- Bagian Hukum dan Ham
- Bagian Umum
- BKD
- Bapeda
- Bawasda
- BIK
- DIKPORA
- DPP
- Dinas Pertanian,
- Etc..

c. Making “Solo on the news today”

After analyzing the news, the writer typed the titles that are connected with solo city. They are Depended on economic, politic, and also prosperity problems. Then, it is printed and put on the news clipping as the first page.

d. Making Text of The Mayor of Surakarta's Speech

The writer has responsibility to make the mayor's speech text under the supervisory of the staff. The writer used articles as references dealing with the events. The writer during the job training made a speech text for English Retelling Contest in UNISRI

e. Making News Coverage about The Mayor's Activities

The writer did news coverage based on the activities done by the Mayor of Surakarta. It could be seen in Perayaan Imlek 2559. At that event, the writer recorded what theme of the events was, where the event was held, who the operator was, why the events was held, when the event was held, and how it happened.

f. Making Press Release

The writer made Press Release based on the News Coverage that was done and recorded. The writer wrote it based on the example of recent Press Release that was published in BIK. Press Releases that had been done by the writer were Perayaan Imlek 2559, City Walk Art Festival 263th, Solo Muskot APINDO ke VII, Peresmian Gilang Ramadhan Studio Drummer (GRSD), and Penyerahan dan Peresmian IPAL Batik di Kampoeng Batik Laweyan.

2. Benefits

After the writer did the job training in Public Relations Division of BIK of Surakarta city government, the writer got experience in working field, especially in Public Relations Field.

He learnt how to write press release and speech text, to analyze the news, to make a clipping, to do news coverage, and how to work in a team.

Moreover after he finished the job training, he felt that his ability in Public Relations field that had been obtained in university has developed.

B. Clipping and Documentation in Public Relations Division of BIK of Surakarta City government.

1. The Functions of Clipping and Documentation.

Through one month job training in Public Relations Division of BIK of Surakarta City Government, the writer finally knows about the functions of Clipping and Documentation in BIK. Those Functions are:

- a. As the updated information material.

Everyday, the Public Relations officers of BIK are makes a clipping of the news from several news paper such as: Radar Solo, Kompas, Jawa Pos, Suara Merdeka, Joglo Semar, Solopos, etc. Then Public Relations officer distributes the result to several sections that are connected. Those Sections

are: Dinas kesehatan, Assisten pemerintahan, walikota, wakil walikota, Bagian administrasi, Dinas umum, Bappeda and Dinas Pasar

- b. As a source of particular references used as supporting information.

Public Relations officers of BIK always compile the mayor of Surakarta speech and Public Relations House Journal by using clipping and documentation as supporting information.

for example, when Public Relations Officers of BIK were asked to make the speech of the mayor in the resignation and the inauguration of IPAL Batik Laweyan on march 18, 2008 in graham nikmat rasa laweyan, they use newspaper and clipping from several newspaper to get information about history of Batik Laweyan. Those informations help Public Relations Officers of BIK in the process of making that speech.

- c. As a guidance or reference

Clipping and documentation is used by Public Relation Officers as references to anticipate the special event that will be faced. This function can be seen when Public Relations Officers of BIK everyday makes trend issue from several newspaper that the content of the news have a relation with several department in Surakarta City Government.

If Public Relations Officers of BIK needs a reference, they just have to look from previous clipping and documentation. for example, every rainy season, several places in Solo always flooded. If DPU (Dinas Pekerjaan Umum) needs additional information and data to fix the drains system in those several places, then they asked Public Relations officer to look from clipping and documentation from previous year when the flood happened.

- d. As a measurement on how good reputation, Perception, complaint and image of the organization or institution in the society.

Everyday, Public Relations Officer of BIK always analyze news that are related to several department whether it is negative, positive, or neutral upon those department. They also collect the society's complaint wrote in newspaper. So, automatically, by seeing the clipping and documentation, Public Relations Officers is able to know upon perception, complaint, reputation and image of Surakarta City Government in the perspective of society.

2. The problems faced by Public Relations Division in the process of making clipping and documentation.

There are some problems that are faced by Public Relations Officer of BIK of Surakarta City Government in the making process of clipping and documentation found by the writer during his job training. The problems are as follows:

- a. Late arrival of newspaper.

Everyday, The Public relations officers have to make newspaper clippings from several newspaper to be distributed to several department such as Health Department, Government Assistance, Vice of Surakarta's Mayor, Surakarta's mayor, Administrative Department, General Department, Bapeda, and Market Department.. Those clippings must be distributed before 08.00 a.m. in the morning. But sometimes, the newspaper comes late, and automatically, those clipping cannot be distributed right on time.

b. Human factor.

Firstly, the writer found that there are still some officers of Public Relations Division of BIK who have low discipline and spirit in working when the head of subdivision has a job outside or absent. Sometimes they come late, and it's causing the late of making process of daily clipping..

Secondly, some officers cannot operate the computer maximally. Computer is one of the facilities in Public Relations Division that has important role in restoring documentation in the form of photo and data (press release, major of Surakarta speech, daily news analysis, etc.).

Also, there are only few people of Public Relations officers of BIK who master a skill of photography and journalistic, so it would be big problems if those few people were absent.

c. Lack of facilities

The facilities of Public Relations Division of BIK are truly minimum. There are only four computers in the Public Relations Division room and only one digital camera, one video camera equipments. Those are not enough to cover all activities and events in Surakarta City.

CHAPTER IV

CONCLUSION AND SUGESTION

A. Conclusion

Based on the discussion in the chapter three, the writer has concluded some points, they are:

1. The functions of clipping and documentation in the evaluation step done by Public Relations Division of information and communication bureau(BIK) of Surakarta City Government

There are at least four functions of clipping and documentation in Public Relations Division of BIK, those functions are:

- a. As the updated information material which can be distributed to the other sections that are connected.
 - b. As a source of particular references used as supporting information.
 - c. As a guidance or reference to anticipate the special event that will be faced and to achieve the improvement of company working program in the future.
 - d. As a measurement on how good the reputation, Perception, Complaint and image of the organization or institution in the society.
2. The problem faced by Public Relations Division of BIK Surakarta City Government in the process of making clipping and documentation are:
 - a. Late arrival of newspapers.
 - b. Human factor.
 - c. Lack of facilities

B. Suggestion

The writer has some suggestions for Public Relations Division of BIK and English Diploma Program. Those suggestions are:

1. The Public Relations Division of the Information and Communication Bureau of Surakarta City Government:
 - a. To increase the quality of the human resources, including the skill in operating computer. The Public Relations Division should initiate a computer course for its officers. Public Relations Division should initiate a photography and journalistic course for its officers. It should be done by this division to maximize its service to the public.
 - b. To add the facilities, such as computer, camera, and video shooting equipments
 - c. To increase the discipline and spirit of Public Relations officers.

2. The English Diploma Program, Faculty of letters and fine arts, Sebelas Maret University:
 - a. To increase the students skill and knowledge in Public Relations field, the lecturers of Public Relation should organize a study tour for the students. For example visiting the institution that has Public relations, such as production house, TV stations, Event organizer etc.
 - b. To optimize the program of English Diploma to cooperate with private of government institution that will make the students easier to get job training.

