CHAPTER III

JOB TRAINING RESULT

A. PMI KOTA SURAKARTA

1. Description

PMI Kota Surakarta is one of the pioneers of many Palang Merah in Indonesia, the first one is Surabaya, followed by Yogyakarta, Semarang, and Bandung. PMI Kota Surakarta stands 7 months after the PMI headquarter stands. Since it establishment, PMI Kota Surakarta has changed the management structure and also quarters have moved several times. Started in 1986 until present, it is located on the Jalan Kol. Soetarto No 58, Jebres, Surakarta.

PMI is divided into two parts of office those are UDD (Blood Donor Unit) and the basecamp unit that help each other in conducting Red Cross’s activities. The human resources as many as 126 people and volunteer force totally force as totally as many as 8,229 people. Those human resources are consisting of public volunteer force as many as 239 people, the student volunteer cops are 606, the PMR (Young Red Cross Organizations) are 6264. They have a coaches of PMR 1053 people.

The location of PMI Kota Surakarta is in front of the famous and well known hospital in Solo, which is Dr. Moewardi Hospital. PMI Kota Surakarta is divided into three basecamps, those are:

a. The main Basecamp

It is located in front of Dr. Moewardi Hospital. The main basecamp is being used for the job of the administration and there is a college of midwifery. It has 3 floors:
1. First Floor

   The first floor consists of the parking area, canteen, **PPSDM** (*Pendidikan dan Pengembangan Sumber Daya Manusia*) office, and lobby.

2. Second floor

   It consists of the office of the Head of the Basecamp, meeting room, and some of it are being renovated.

3. Third floor

   The third floor consists for the office of Head of the Administration, the office of Public Relations officer, the office of Technology and Administration officer, Personnel manager, and study room for students.

b. The Second Basecamp

   The second basecamp is located behind the main basecamp. The second basecamp comprises:

   1. Basement

      There are some rooms basement, they are parking area for the ambulances and blood donor cars, security office, policlinic, P2D2K, polidium and mosque.

   2. First floor

      There is only laboratory on this floor.

   c. The third Basecamp

      The third basement of PMI Kota Surakarta is in Mojosongo. It is the place to provide shelter the homeless people and people with mental disorder who was found in the streets. There is only one floor which
consists of the room for the woman with mental disorder, room for
man with mental disorder, the room for the medical staff, and the
office of the doctors.

2. Vision and Mission of PMI Kota Surakarta

a. The Vision of PMI Kota Surakarta

PMI becomes a professional, responsive and beloved humanitarian organization

b. The missions of PMI kota Surakarta are:

   a. Strengthening and developing organization
   b. Improving and developing the quality of human resources
   c. Improving the quality of Red Cross service
   d. Developing a community-based on Red Cross activities
   e. Improving and developing networks of cooperation
   f. Advocating for disseminating and implementing the basic principles of
      the International Red Cross Movement and the Red Crescent as well as of International
      Humanitarian Law.

3. The Objective of PMI Kota Surakarta

The objective of PMI Kota Surakartais to serve as a humanity organization based on
the basic principal of Red Cross movement to reduce the suffering of the people caused by
any reason without discriminating religion, nation, race, skin colour, gender, and language.

4. The Organizational Structure of PMI Kota Surakarta

   Chair : H. Susanto Tjokrosoekarno
   Co-Chair I : Drs. H. Sunardi, MM
Co-Chair II : Drs. HM. Adib Ajiputra, MM
Co-Chair III : dr. H. Purnomo Dwi Putro, M.Kes
Co-Chair IV : Priyo Hadisutanto
Secretary : Sumartono Hadinoto
Treasurer : Dr. H. Achmad Purnomo, Apt
Members : 1. Drs. KGPH. Dipo Kusumo
          2. H. Handojo Leksono, SH
          3. Prof. Dr. dr. A. A. Subiyanto, MS
          4. M. Farid Sunarto, SPd

PMI Kota Surakarta is led by Susanto Tjokrosoekarno from 2011 to 2016, and Director of UDD (Blood Donor Unit) PMI Kota Surakarta. The other personnel are The Head of Basecamp who has a duty to supervise the work of the staff. The Head of Basecamp often visited Public Relations Division and inspected the information about PMI Kota Surakarta that was shared to the public. Head of Basecamp is assisted by the Head of Administration to do all responsibilities. The Head of Administration has a duty to do internal communication with employees and external communication to gain support from stakeholders and tenants.

The head of administration has a duty to do coordination with the headquarter of Indonesia Red Cross of Central Java in Semarang by attending monthly meeting. The Head of Administration also has a duty to deal with public and partners which offer cooperation, for example a bank which offered insurance for the workers who renovated PMI Kota Surakarta.

In the next room, there is the office of Manager of personnel. Her duty is to recruit the new staff who wanted to work in PMI Kota Surakarta and checked the work quality of PMI Kota Surakarta. There is The Head of PMI Kota Surakarta volunteer. His duty is to lead all
the volunteer to the disaster area and rescuing the victim. The other staff is staff of UDD (Unit Donor Darah), it is he staff who served the blood donor and blood checking.

Public Relations Officer has duty to maintain two way communications between the management and both internal and external element. Besides, Public Relations Officer also has other duties such as creating good image, and supporting Marketing and Communication Officer to promote the programs and events in PMI Kota Surakarta.

The Public Relations Officer of PMI Kota Surakarta is coordinates by Secretariat and Technology and Information Officer to do all the duties. The Public Relations Officer need the help of the Secretariat and Technology and Information Officer to work the web communications and everything that related to the personal computer and virtual world to do their job.

B. Public Relations in PMI Kota Surakarta

1. Position of Public Relations in PMI Kota Surakarta

Position of Public Relations officer in PMI Kota Surakarta is an officer under the Administrative officer. Generally Public Relation is a part of the structure organization that has a lot of functions in the organizations. They are maintaining good relations and communicating the internal and external elements. The internal elements are how the Public Relations officer result the benefit of their company to improve the quality of their institutions.

For the external elements, PMI Kota Surakarta doing this by recognizing the PMI Kota Surakarta very well to make a good image about PMI Kota Surakarta to the public.
2. **The roles of Public Relations in PMI Kota Surakarta**

Public Relations of PMI Kota Surakarta has a lot of roles in the organization. The main roles of PMI Kota Surakarta are creating good image and supporting Marketing and Communications officer in promoting programs and events.

a. **Creating Good Image**

The first role of Public Relations in PMI Kota Surakarta is creating good image of the organization. Good image is an important thing for PMI Kota Surakarta, because the good image can be used as a way to get the trust of the public.

b. **Supporting to Promote the Programs and Events**

The last role of Public Relations officer is promoting the programs and events held by PMI Kota Surakarta. Public Relations officer promotes the programs and events through website, social media, and socialization.

C. **Web Communication In PMI Kota Surakarta**

As a humanity organization, the Public Relations of PMI Kota Surakarta have to give complete information to the public to make people trust PMI Kota Surakarta and to avoid misunderstanding. PMI Kota Surakarta has Public Relations Officer to make people able to know the recent information of PMI Kota Surakarta and could ask about the detail of the information without any difficulty. PMI Kota Surakarta using of notice board, socialization, website, twitter, Facebook and android application to do their role.

Socialization is one of many ways for introducing PMI Kota Surakarta to the public. It is also used for informing the duties of PMI Kota Surakarta in fulfilling the need of hospital of blood. The audiences were hospitals in Surakarta.
The other form of communication used by PMI Kota Surakarta in communicating with the public is notice board. The notice board informs about the recent events of PMI Kota Surakarta, for example the schedule of blood donor. Notice boards are placed in some public places, such as in front of PMI Kota Surakarta Basecamp and in the Faculty of Latters and Fine Arts of Sebelas Maret University.

Web communication are chosen because they can be accessed by the people easily. In this section will describe web communication in PMI Kota Surakarta. The institution uses of various communication on the web to make people keep in touch with the institution. The media are:

a. Website

PMI Kota Surakarta uses website to publish the recent activities, such competition, social activity, and blood donor. The web address is pmisolo.or.id. The following is the example one of the press releases published on PMI Kota Surakarta’s website, entitled

“Griya PMI Peduli, bertemu setelah 2 tahun tidak pulang

Setelah mempertemukan lebih dari 70 warga Griya PMI Peduli dengan keluarganya, Griya PMI Solo kembali mempertemukan salah satu warganya yang sudah hilang selama 2 tahun. Muhammad Safii Maarif, 32 tahun ditemukan petugas PMI 6 Juni 2013 dan setelah dirawat selama 5 bulan menunjukkan tanda-tanda kepulihan dan pada Selasa 5 November yang lalu, petugas PMI bisa mendapatkan alamat keluarganya.

Ayah Safii (Basroni) datang dari Magelang (tempat tinggal Safii) setelah ditelfon oleh petugas PMI. Akhirnya, Rabu 6 november 2013 7 Basroni
beserta anggota keluarga bisa bertemu dengan Safii yang masih dirawat inap di RS. Dr. Moewardi. Basroni, ayah Safii senang bisa bertemu dengan anaknya yang telah hilang.” That are one of the press releases published on the PMI Kota Surakarta’s website.

b. Facebook

Because many Indonesian people use Facebook as their media to communicate, PMI Kota Surakarta also has Facebook account. The facebook address is https://www.facebook.com/pmisolo?ref=ts&fref=ts.

PMI Kota Surakarta shares information about the blood bank, the schedule of blood donor, and shares some of information which is also published on the website of PMI Kota Surakarta. Many good responses and ‘likes’ is given by the people whenever the Public Relations Officer posted information about PMI Kota Surakarta on facebook. In addition, the people can asked about anything by writing comment on PMI Kota Surakarta’s Facebook account and will be answered by the Public Relations officer.

Here is the example of post of PMI Kota Surakarta published on Facebook:

STOK DARAH PMI SOLO

9 November 2013

Pukul 08.37 WIB

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<th>Golongan Darah</th>
<th>Total</th>
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<tr>
<td>B</td>
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<td>------</td>
<td>-----</td>
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<td>Jumlah</td>
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</tbody>
</table>

This post got the following comments

Alif Danan Faathir: Baru saja donor..hehe

Pmi Kota Surakarta: terimakasih. pasti berguna untuk saudara’’ kita.

c. Twitter

Twitter is a common way to make a social networking. Because post on Twitter is limited to only 140 characters, the PMI Kota Surakarta’s Public Relations officer only posts information about blood bank and the schedule of blood donor. When Public Relations officer of PMI Kota Surakarta posted in Twitter, PMI Kota Surakarta mentions some of Twitter account owned by Surakarta people such as @tentangsolo, @kabartimlo, @solopos. After mention the accounts owned by Surakarta people that I mentioned above, the accounts that have been mentioned retweeted the post of PMI Kota Surakarta, and it will be retweeted by the other accounts more and more. There are some people asked about the detail of the information by mentioned the account of PMI Kota Surakarta, and it will be answered by Public Relations officer as possible. The twitter account of PMI Kota Surakarta is @pmi_solo. Here is one of the tweets posted by PMI Kota Surakarta:

1. Blood stock:

“stok darah @pmi_solo 13 Nov A 327, B 527, O 443, AB 149. @tentangSolo @Info_Solo @solopos @soloblitzer @kabartimlo”
2. Blood Donor

“donor darh 13 Nov, jam 08.00 BEM FK UNS. SMA 5, SMA Bhineka karya, Dharma wanita @tentangSolo @Info_Solo @solopos @soloblitzer @kabartimlo”

d. Application in Android

Many people have android as their mobile phone. Knowing this, PMI Kota Surakarta also has an application on android. The android application of PMI Kota Surakarta displayed the blood donor schedule only of PMI Kota Surakarta. The application address is https://play.google.com/store/apps/details?id=com.app_pmisolo.layout

D. The Job Training Activities

On the first day of the job training activity, one of the Public Relations officers introduced the staffs of the office to me and showed me the offices of PMI Kota Surakarta. After that, he gave me some explanation about the job of Public Relations in PMI Kota Surakarta. Then I was given a chance to be a Public Relations officer in PMI Kota Surakarta from 2 October to 3 November 2013 and took a part in the activities of PMI Kota Surakarta. The activities were:

a. Checking e-mail

My first task was opening the e-mail from the Headquarter of RedCross if there was any attachment on it, and the attachment had to be downloaded and given to the Manager of Personnel.
b. Updating website

The next task was updating information about the schedule of when and where blood donor was going to be held on the website. I updated the website, Twitter and Facebook accounts, and Android application based on the schedule given to me.

c. Making press release

I also made press release based on the activity or event that had been held by PMI Kota Surakarta. The press release that I typed was sent by email to all newspapers in Surakarta, and was uploaded on Facebook, and on the website of PMI Kota Surakarta.

d. Doing an interview

In one activity, I was asked to do an interview with the Doctor who is a lecturer of PMI Kota Surakarta’s Nursery College. The interview was conducted for the purpose of promoting the Nursery College to the public. The promotion was done to draw public’s interest in entering the Nursery College of PMI Kota Surakarta. The result of the interview was uploaded on PMI Kota Surakarta website, Twitter, and Facebook.

e. Take a photo

When PMI Kota Surakarta conducted a socialization about BDRS, I was asked to take photographs to be placed on PMI Kota Surakarta’s press release. I took some photographs, and the press release was uploaded on PMI Kota Surakarta website and Facebook.
E. The activities of Public Relations officer

Based on the job training activity, I can explain the main activities of Public Relations officer in the office. Generally, the activities are based on the functions of Public Relations in PMI Kota Surakarta, which are:

1. Writing press release

   In this activity, Public Relations officer in PMI Kota Surakarta wrote press release about the programs or events related to PMI Kota Surakarta. One day, there was an incident involving a member of “Griya PMI Peduli”. The member of “Griya PMI Peduli” lost in Solo city after working abroad and eventually met his family. To share this news, Public Relations of PMI Kota Surakarta used press release. The press release was published on PMI Kota Surakarta’s website, Twitter, Facebook, and was also sent by e-mail to some mass media in Solo that has relations with PMI Kota Surakarta.

2. Checking Email

   Public Relations of PMI Kota Surakarta always checked e-mail if there is any invitation letter from the headquarter of Indonesian Red Cross.

3. Handling and Making a Call

   Public Relations officer in PMI Kota Surakarta used telephone very well to make and to receive appointments. This activity has a function to create a good relation with the media and also with its public because telephone communication enables two way direct communication. Sometimes the Public
Relations Officer of PMI Kota Surakarta used phone to communicate with the other staff in another room of the office to make the job simple.

4. Updating media on the web

Public Relations Officer of PMI Kota Surakarta also operating of web communication, such as website, Twitter, Facebook and Android application to do their job. The updating of the social media done twice a day, it is in the morning, and in the middle day. The social media could make the information can be given to the public easily.

F. The problems faced by the Public Relations of PMI Kota Surakarta and The Solutions to Overcome The Problems

1. Problems Faced by PMI Kota Surakarta

During the job training, I found some problems that happened when I was doing my activity in publishing information on the website and social media account. The problems were:

a. Connectivity Errors

Sometimes, there were the connectivity error in the office, so the process of updating information could not be done properly and could not be done on time. The connectivity error was happened because the wireless router got overheat.
b. Coordination with PMI Headquarters

In the morning, I had to update the schedule of blood donor on the social media accounts of PMI Kota Surakarta, on the website, and on the android application based on the information from PMI Headquarter. Sometimes, PMI Headquarters was late to give the data, so I had to wait until the schedule is given and it made me unable to update the schedule on the Website, Twitter, and Facebook on time.

c. Internet Abuse

The wi-fi internet connection in the office was often used by the staff to do things not related to work, such as downloading program or application. Sometimes, the staff used Internet Download Manager. This causes the speed of the connection to decrease and also cause some web pages that I browsed were unable to be displayed. It makes write the schedule more than once.

2. Solutions to Overcome The Problems

a. Connectivity Error

The connectivity error made the job unable to be completed on time. To overcome this problem, Public Relations Officer of The of PMI Kota Surakarta had to run the wi-fi router for a while. After several times, the wi-fi router recovered and was able to function properly.

b. Coordination with PMI Headquarter
The problem with the information from PMI Headquarter came late could be overcome by reporting the problem to the Public Relation officer. After that, the Public Relations officer called The Headquarter of PMI directly to cross check this problem. The data were then sent to PMI Kota Surakarta and the information of blood donor schedule and the blood stocks could be posted on social media.

c. Internet Abuse

The problem of internet abuse that was faced by PMI Kota Surakarta was solved by disabling the internet connection for a moment to stop the download process used by some PMI Kota Surakarta staff to download game or another application. Sometimes, the other staff who used the internet connection to download anything that not related to the work. After that, the internet connection is re-enabled and the connection was able to function properly.