CHAPTER III

JOB TRAINING RESULT

A. Sukoharjo Local Government

Sukoharjo Local Government is one of the governmental institutions in Sukoharjo. It exists to serve the public specifically society in Sukoharjo regency. For years, Sukoharjo Local Government has served the society to realize the goal of prosperous and progressive society.

Based on Law number 13, 1950 published by Government about establishment of regencies in Central Java Province, Sukoharjo Local Government was established in 1950. The office of Sukoharjo Regency is located in Jl. Jendral Sudirman, No. 199, Sukoharjo, Jawa Tengah.

1. Vision and Mission of Sukoharjo Local Government:

Vision:

- To realize the prosperous, progressive and dignified of Sukoharjo society supported by the professional administration.

Mission:

1. To increase the quality of education, health, society’s prosperity and development of infrastructure which is measurable, directed, and fair that concern to environmental sustainability.

2. To develop a professional and clear government management based on the community service.
3. To create safe, secure, democratic, and dynamic society.

4. To encourage the economic independence based on agriculture, industry, as well as management of local potentials.

5. To increase the quality of religious and social life.

2. Organization Structure of Sukoharjo Local Government

Based on the Regional Rule of Sukoharjo Regency Number 2, 2008 the organizational structure of Sukoharjo Local Government is as follows:

a. Regent

b. Local Secretary

c. 3 Assistants

1. Government Assistant

2. Economical and Development Assistant

3. General Administration assistant

d. 10 Divisions of Sukoharjo Local Government

1. Government System Division

2. Village Government Division

3. Law Division

4. Development Administration Division

5. Economical Social Division

6. Social Building Division

7. Public Relations Division
8. Organizational Division

9. PDE Division

10. General Division

Below is the organizational chart of Sukoharjo Local government:
B. Public Relations Division of Sukoharjo Local Government

Public Relations Division of Sukoharjo Local Government which is located in D building of Sukoharjo Regency Office Complex, Jl. Jendral Sudirman No. 199 Sukoharjo was established on June 9, 2001, based on the Regional Rule of Sukoharjo Regency Number 7, 2011 about The Public Relations Division of Sukoharjo Local Government establishment, tasks, functions, organizational structure, and official media communication and information for the Regional of Sukoharjo Regency.

Public Relations Division is one of the divisions in Sukoharjo Local Government. Public Relations Division is a division which is led by the Head of Public Relations. This division has the task of preparing the formulation of regional government policy, planning, coordinating, developing, and controlling all Public Relations activities.

Public Relations Division of Sukoharjo Local Government has vision and mission. They are:

1. Vision
   To realize the informative, communicative, and innovative Sukoharjo society.

2. Mission
   a. To collect, process, and share the information to the society by using information media.
b. To create harmonious relationship between the government, public, and mass media.

c. To empower society by developing dialogical forum with all components of the society.

3. Organizational Structure of Public Relations Division of Sukoharjo Local Government

Public Relations Division in Sukoharjo Local Government is divided into three Sub-divisions, namely:

1. Sub-division of Collecting, Processing, and Information Empowerment.

The organizational structure of Public Relations Division in Sukoharjo Local Government can be seen in the diagram below:
4. The Main Tasks of Sub-division Public Relations

In Public Relations Division of Sukoharjo Local Government there are 3 sub-divisions, namely:

a. **Sub-division of Collecting, Processing, and Information Empowerment**

   This sub-division has a duty to hold news coverage in Sukoharjo regency and to make documentation of government activities when Public Relations officers conduct news coverage.

b. **Sub-division of Report Mass Media, and Telecommunication Code.**

   This sub-division has the task to give information, to make press release, to share press release to mass media (website and press room) and to cooperate with mass media (newspapers, television, and radio).

c. **Sub-division of Protocol**

   This sub-division has the task to organize and to prepare events, ceremonies, regular meetings, and particular meetings that are held by Sukoharjo Local Government.
C. Activities during Job Training

The job training was done for a month starting from April 13th 2015 and ended on May 13th 2015. During the job training in the Public Relations Division of Sukoharjo Local Government, I did the activities related to Public Relations field. The working hours were from Monday to Friday at 07.00 a.m. to 3.00 p.m.

On the job training, I used this opportunity to improve my knowledge about the Public Relations and also to practice my ability in Public Relations field which was obtained from my study in university. Besides, the job training also gives me a lot of experience about Public Relations activities in governmental sector.

My activities in Public Relations Division of Sukoharjo Local Government were to assist the Public Relations officer implementing their activities and duties. During the job training I was guided by the officers of Public Relations Division and I was also allowed by the Head of Division to participate in all of the Public Relations activities. The activities I did during one month job training are as follows:

1. Making Newspapers Clipping about Sukoharjo’s Trend Issues

   Every morning, I was asked to collect news about Sukoharjo from local and national newspapers such as Solopos, Jawa Pos, Jateng Pos, Koran Sindo, Suara Merdeka, Kedaulatan Rakyat, and Joglo Semar, Radar Solo. Making newspapers clipping was the routine activity there. One of the staff always helps me make clipping consisting of news article from the newspapers. All of the news should be related to Sukoharjo. The
clipping should be collected before 9.00 a.m. Then, I was asked to put it in the office of the Regent, Deputy Regent, and Head of Public Relations Division as a daily report.

Through this activity, the government especially the Regent and Deputy Regent would directly know the condition and situation in Sukoharjo regency, and also to know the feedback of the media related to the activities of Sukoharjo government. The Regent or Deputy Regent would make a disposition for each of the news. It would be accepted by Public Relations officer. Then, the disposition would be given to the related working unit to realize the disposition. This activity aims to maintain and improve a positive image of Sukoharjo Local Government

2. **Making press releases**

   During the job training, I was asked to make press release which was used by Public Relations Division of Sukoharjo Local Government to report the government activity to the public. Press release is made to inform the public about Sukoharjo Local Government’s activities, new programs, policies, and events in Sukoharjo.

   Public Relations Division officer makes press release to publish the recent news related to the agenda and gives it to the journalists. It is expected to make the media publish the press release widely to the public. I made press release based on the news coverage that was done and recorded. I wrote it based on the example of press release that was published by Public Relations Division.
Press releases that I wrote were:

- *Bupati Sukoharjo Menyerahkan Bantuan Sosial Santunan Kematian bagi Keluarga Penduduk Miskin se-Kabupaten Sukoharjo Tahun Anggaran 2015*

- *Kopassus Adakan Save Bengawan Solo*

- *Sritek Teken MoU dengan Timur Leste*

- *Panen Raya dan Penyerahan Bantuan Pertanian*

3. **Participating in Governmental Agenda**

During the job training, I participated in two activities of Sukoharjo Local Government that were listed by Public Relations Division agenda especially the Regent, Deputy Regent or related Functionaries Schedule. The Head of Public Relations Sub-division of Report, Mass Media, and Telecommunication Code, Mr. Denan S.Sos, M.Si welcomed me to participate in all of the activities. Therefore, by looking to the agenda, I could decide to follow the activities that I wanted.

The first activity was I participated in the Socialization entitled *Bupati Sukoharjo Menyerahkan Bantuan Sosial Santunan Kematian bagi Keluarga Penduduk Miskin se-Kabupaten Sukoharjo Tahun Anggaran 2015* organized by Sukoharjo regent. This socialization was conducted on April 15, 2015 in Graha Satya Praja hall (GSP). In the event, I was guided by one of Public Relations Sub-division of Report, Mass Media, and Telecommunication Code officers. I was told by the officer to take notes of the idea of the Regent speech. Mr. Denan said that the collection of the
ideas would be used as the material for press release. Then, it would be put in Sukoharjo annual tabloid called *Suara Makmur*.

I also participated in a visit of the delegation of Democratic Republics of Timor Leste to PT. Sritex regarding the cooperation concern to functionary, army, and police uniform in Timor Leste which was held on April 24, 2015 in Gedung Serbaguna of Brigjen Slamet Riyadi in PT. Sritex complex.

I also had the opportunity to help Public Relations officer give a warm greeting to the guest in English. During the participation, I had the duty to summarize the activity into the press release. When I wrote the press release, I had a chance to use my English skill in translating several body parts of the texts.

4. **Participating in Telecommunication Code Section**

I was also participating in Telecommunication Code Section of Public Relations Division. This section is known as *Sandi dan Telekomunikasi (Santel)*. *Santel* handles the communication among the Regent, Deputy Regent, Local Government Working Unit, and Public of Sukoharjo by cable telephone.

I worked in *Santel* every Wednesday, Thursday, and Friday starting from 10 a.m. to 1.00 p.m. This section had a task to filter the incoming or outcoming call. The purpose is to manage secret communication and documents from other institution. I had two of tasks there. The first task was becoming telephone operator who served the
public who wanted to get information about Sukoharjo Local Government through telephone. So, when there was incoming call I had to be friendly with people on the telephone. It aims to keep a good image of Sukoharjo Local Government. This section also connected with police department, fire station, hospital, and etc. if there was urgent situation, this section could help inform these divisions.

D. Press Release as A Communication Tool in Public Relations

Division of Sukoharjo Local Government

Press release is used by Sukoharjo Local Government is aimed to deliver information to the public. Press release is an important tool used by Public Relations Division of Sukoharjo Local Government because the Public Relations officers can use it to spread the information about the event that will be held in Sukoharjo. Public Relations Division of Sukoharjo Local Government also makes press release to spread the news about Sukoharjo.

Sukoharjo Local Government uses press release as a communication bridge with the public. The materials are obtained from the activities of Sukoharjo Local Government, letters, and other institution. Press release is written to make the public know the activities and new programs of Sukoharjo Local Government. The press release is created by Reporting, Mass Media, and Telecommunication Code Sub-division of Public Relations Division then it is sent to the editors of
newspapers or journalists from local or national news media via email. The press release will be published by the newspapers on the following day. Then it is uploaded to Sukoharjo government official website http://www.sukoharjokab.go.id. In addition, the press release is also uploaded to official press room blog of Sukoharjo Local Government at http://pressroompemkabsukoharjo.blogspot.co.id to make the journalists or the readers easier to see the event.

In reporting the press release about Sukoharjo, Public Relations Division contact journalists. Contacting journalist is an important thing in spreading information for the purpose of creating harmonious relationship between Government and its public. The Public Relations officers cooperate with journalists from local and national media and newspapers such as RRI, RSPD, TA TV, Solo Pos, Jawa Pos, Jateng Pos, Koran Sindo, Suara Merdeka, Kedaulatan Rakyat, Joglo Semar, and Radar Solo. Through journalists, the Government can share the information to the public easily. Journalists are important because Sukoharjo Local Government needs the journalists as a bridge between governmental institution and its publics.

In writing press release there is a provision. According to Mr. Denan, the Head of Public Relations Sub-division of Reporting, Mass Media, and Telecommunication Code, a press release writer is demanded to know the existing condition of the events reported within. When I wrote a press release, the content of the press release had to be able to answer the question of “what”, “when”,
“where”, “who”, “why”, and “how”. During my job training, I was allowed to look for any information in several ways such as following the event and collecting printed information. One example of the press releases that I wrote is entitled “Bupati Sukoharjo Menyerahkan Bantuan Sosial Santunan Kematian bagi Keluarga Penduduk Miskin se-Kabupaten Sukoharjo Tahun Anggaran 2015”. The event was held April 15th 2015 in Graha Satya Praja (GSP) hall. In writing this press release, I should take part in the activity directly and collect data based on the news coverage that had been done and recorded. So, the journalists could get accurate material. It is expected that the journalists would publish it widely to the public.

E. The Problems and Solutions in Making the Press Releases

As one of the information providers to the public, Public Relations Division of Sukoharjo Local Government had several tasks such as to arrange information and communication to its public and also Regent and Deputy Regent or General Administration Assistant of Sukoharjo Local Government. Therefore, Public Relations Division should be able to establish good communication. The purpose is to create good image and opinion in public’s perception through mass media.

Public Relations Division of Sukoharjo Local Government uses many communication tools to spread information to the public. Such as siaran keliling,
local television, radio, meeting, and press release. During the job training I dealt with making the press release in every event in Sukoharjo.

When I did the job training; I found that there were three problems faced by Public Relations Division of Sukoharjo Local Government in sharing information to the public through press release. The first problem was the fact that there were only few journalists who were still active in Sukoharjo Local Government. The Public Relations Division of Sukoharjo Local Government found it difficult to publish the information to the public because some of the journalists preferred to look for the information and issues about Surakarta City rather than information and issues about Sukoharjo. Based on the observation, the Head of Public Relations Division of Sukoharjo Local Government tackled it by conducting a writing competition for the journalists every year. The winner got an interesting prize. The goal is to make the journalists pay much attention in publishing the news about Sukoharjo.

The second problem was caused by the newspaper’s editors or journalists who were late to publish the press release to the newspaper. The result of this problem was the newspaper the press release needed at least 2 day after the event was held meanwhile; the press release should be published in the following day after the event. The delay happened even though the Public Relations officer sent the press release via email to the journalists right after the event was held. In this case, Public Relations Division of Sukoharjo Local Government has not yet found solution to overcome the problem.
I also found a problem in making the press release. In this case, the problem was the lack of equipment for collecting the materials to write the press release. Every important point during the event that was held should be written into a press release. So, I should collect the data of the event that would be used as the material for the press release. When I collected the material to press release, I should record what was happening in the event. The purpose is to obtain important points which would be used as the material of press release. However, I needed a device to collect the material to write the press release and to make easy in implementing the task as a press release writer. I decided to use my hand phone to make audio recording of the event to obtain main points of the important statements such as speech delivered by the Regent and the Deputy Regent. Speech of the Regent is one of the materials for writing press release.