

This is to testify that the Final Report of SELVIYANI DINA PRATIWI BANGKO has been approved by the advisor for further approval by the Examining Committee.

Malang, August 10, 2018

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This is to testify that the Final Report presented by SELVIYANI DINA PRATIWI BANGKO on August 24, 2018 has been approved by the Examining Committee.

Malang, August 24, 2018

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## **DECLARATION OF AUTHORSHIP**

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Declare that:

1. this Diploma-III Final Report is the sole work of mine and has not been written in collaboration with any other person, nor does it include, without due acknowledgement, the work of any other person.
2. if at a later time it is found that this Diploma-III Final Report is a product of plagiarism, I am willing to accept any legal consequences that may be imposed upon me.

Malang, August 10, 2018

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## ABSTRACT

Dina, Selviyani. 2018. *Understanding the Functions and Implementation of External Relations for Supporting Work Program of Malang City Government*. Final Report. D-III English Program, University of Merdeka Malang. Advisor : Cattleya Pravitha, S.S.,M.Hum.

Key Words : Final Report, Public Relations, Malang City Government.

Public Relations holds an important role and function for an institution or company. The role of Public Relations is to maintain the positive image and form positive opinions of the company or institution in community and public. PR is the whole effort carried out in a planned and sustainable manner in order to create and maintain good intentions and mutual understanding between an organization and all audiences. The positive opinion becomes so important because it will support the positive image of an institution or company. In the 6<sup>th</sup> semester, the writer had opportunity to join internship program in her faculty. Internship Program is very useful for students to face competition in working world in the future. During the internship program, the writer had the opportunity to work in Malang City Government especially in Public Relations Department. The writer has several main job such as accompany Mayor and Vice Mayor of Malang City, writing news release, updating website of Malang City Government, coverage, doing media analysis and also writing welcoming speech. At first, the writer had difficult situations, like writing press release, but the writer could solve the problem. The writer learned new knowledge that might be not obtained in campus. From the writer's experience, it can be concluded that Public Relations has important role for the institutions or company. According to the writer Public Relations is a vital part in organizations structure.

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