

# CHAPTER I

## INTRODUCTION

### 1.1 Background of the Final Report

Public Relations is an important thing in organization structure because it holds an important role and function for an institution or company. According to Cultip and Center (2009), Public relations is a management function that assesses public attitudes, identifies policies and procedures of a person or organization for the public interest, and plans and conducts an activity program to gain public understanding and support. The role of Public Relations is to maintain the positive image and form positive opinions of the company or institution in community and public. Frank Jefkins (2003) states 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.

The existence of Public Relations is needed by an institution, for example government institution, because its important role to support the task of Government. Public Relations of Government is explicitly arranged in *Peraturan Menteri Negara Pendayagunaan Aparatur Negara No. 109/M.PAN/11/2005*. Verse 4 stated : *Tugas*

*pokok humas adalah melakukan kegiatan pelayanan informasi, hubungan kelembagaan, hubungan personil, dan pengembangan pelayanan informasi dan kehumasan.* It means that the main task of Public Relations are to conduct information services activities, institutional relationships, personnel relations, and the development of information services and other public relations activity. Public relations in government institution has been known as the most important part to build the image of the nation and the state. Optimizing the role of public relations is very important when various policies should be submitted to the community.

According to Frank Jefskins (2003), the main target of modern public relations is called public, which is a group of people both in one region and spread, but has the same interests or problems that require settlement. These two types of public are as follows:

1. Internal public, which consists of people who are within the organization or business entity.
2. External public, namely people or groups of people who are outside the organization, but have interests and problems in relation to the organization.

One of the roles of government public relations is to build and foster mutual understanding between the wisdom of the agency or institution with internal and external public. The writer chose Malang City Government Office as an internship place where she can learn about the world of work, especially public relations.

Based on the statements above, the writer chose “Understanding the Functions and Implementation of External Relations for Supporting Work Program of Malang City Government” as the title of final report.

## **1.2 Objective of the Final Report**

This Final Report is intended to give information to the reader about Government Public Relations, especially in Malang City Government. This report consist of Public Relations activites to mantain good image in external public.

## **1.3 Significance of the Final Report**

Based on the background that already described above, the writer expected that readers will understand the important role of Public Relations for the institution or company. It is expected this report can used as reference about Public Relations activities and also as a guidline for next final report that the topic focused on government public relations.

## **1.4 Procedures of the Final Report**

In this sub chapter consist of three points. They are Pre-departre Training, On-going Process, and the last is Final Report and Examination. The explanations mention below.

### **1.4.1 Pre-departure Training**

Before writing this final report, all of the students must attend technical meeting that discussed about the procedure to write the final report. Students must join technical meeting before writing the final report. Technical meeting was held on 9<sup>th</sup> Mei ,2018.

#### **1.4.2 On-going Process**

This final report is written based on activities when the writer joined Internship Program in City Hall of Malang (*Balaiikota Malang*), especially in Public Relations Department.