

CHAPTER 1

INTRODUCTION

1.1 Background of The Final Report

These days, technology and communication have taken another level, it also make a big change to every aspect in life, including organizations sustainability. How organizations responded to the changes affect their sustainability. According to <https://journalofbusiness.org/index.php/GJMBR/article/view/1339/1246>, it is stated that sustainability is “the process of establishing appropriate strategies, policies, and procedures that satisfy present needs without jeopardizing the future” (Brockett & Rezaee, 2012, p. 5). In order to survive, organizations have to use the right strategy and create new innovation because if they did not create new innovation, they will be left behind by other organizations. How they respond to the changes? How they are dealing with them? What the solutions for this problem are? (Hillenbrand & Money, 2007) substantiated that a long-term business success depends on the responsible relationships between the organization and stakeholders. Thus the one responsible for this solution is public relations. James E. Grunig, a professor of University of Maryland, points that the purpose of public relations is “to help all management functions, including but not limited to marketing, to build relationships with their stakeholders through communication programmes that cultivate relationships with the public that can be found within categories of stakeholders that are relevant to each management function” (Grunig 2009: 4). The role of public relations in organizations are

responsible for the strategic formulation and application to have appropriate vision with internal and external environment. Previously, we know that public relations have important role in order to maintain organizations sustainability and it also applied to education organizations like schools, universities, etc. Just like another organizations, education organizations need to increase their awareness amongst the target. With the help of public relations, education organizations will increase their credibility.

Malang is also known as Education City because it has a number of universities. University of Merdeka (UNMER) Malang is one of the private universities in Malang, that is located in Terusan Dieng Street no. 62-64 Malang, East Java. In the past, there are only a few of universities in Malang, but as time goes by education in Malang starts to change. People start to build a new university one by one, and it caused a big impact to UNMER Malang, this university starts to lose their reputation in the public's eyes and the new universities start to increase their reputation. To change UNMER's image, public relations make a new strategic to maintain a good relationship between institution with internal and external parties. That is the reason why public relations make a plan to adapt with the changes. In UNMER Malang, public relations make a new strategic which is engagement with stakeholder. Engagement stakeholder is how organizations create a good relationship with people that have a power to affect or be affected by organization's policy. The reason why it is important to maintain a good relationship with stakeholder is because it will give impact to the continuity of organizations. The public relations of UNMER create a way to maintain the

good relationship by giving training, making event, publishing press release, doing promotion about UNMER Malang, and etc. Thus, this is the reason why the writer chose “External Engagement of University of Merdeka Malang” as the writer final report.

1.2 Objectives of The Final Report

There are three objectives that the writer wants to achieve. This final report is written to complete the prerequisite for the student to graduate from D-III Bahasa Inggris. As student of D-III Bahasa Inggris who already finished 6th semester has to write final report to graduate from D-III Bahasa Inggris.

The writer choose this topic as her final report, in order to understand more about external engagement which is related to her major. As public relations students, the writer has to learn and understand this strategy so that she can implement external strategy in her working place.

This final report is also intended to help increasing the quality of D-III Bahasa Inggris’s image, by informing about the external engagement strategy of public relations UNMER Malang. So, D-III Bahasa Inggris can use the same strategy to increase D-III Bahasa Inggris’s image in public.

1.3 Significance of The Final Report

Significance of final report has several significances for D-III Bahasa Inggris and the readers in UNMER Malang.

1.3.1 Significance for D-III Bahasa Inggris

This final report will give significance for D-III Bahasa Inggris because by learning promotion techniques in external engagement strategy that has been applied by Public Relations Division UNMER Malang and using the external engagement can help increasing the D-III Bahasa Inggris's image in public.

1.3.2 Significance for Readers

The readers will gain knowledge about external engagement and be able to implement what they learn from this final report in social life, especially in the working world.

1.4 Procedure of the Final Report

Procedure of Final Report divided into 3 part which is *Pre-departure Training*, *On-going Process*, and *Final Report and Examination*.

1.4.1 Pre-departure Training

The training is located in D-III Bahasa Inggris at Mei 9, 2018 at 3 p.m. Miss Yasmin Farani Spd. Mpd and Miss Widya Febriana, AMd give information about training to make the students of D-III Bahasa Inggris understood about the procedure and the writing procedure of The Final Report.

1.4.2 On-going Process

This final report explains about external engagement, promotions techniques of Public Relations Division UNMER Malang, and also On the Job Training's activities for a month in Public Relations Division UNMER Malang.

This final report is divided into 3 chapter which are *Introduction*, *Main Report*, and *Conclusions and Suggestion*. In every chapter has own different contents, In the Introduction explains about the background of This Final Report. In the Main Report explains more about UNMER Malang, Public Relations Division in UNMER Malang, and also the writer's a On the Job Training activities. Last, in the Conclusions and Suggestions explains about the summary of this final report and suggestion for the readers and D-III Bahasa Inggris.

1.4.3 Final Report and Examination

The writer has to finish 5th semester and started writing this final report. In order to write this final report, the writer has to write from chapter 1 -3. Chapter 1 explains about the topic of final report and the reason why the writer chose the topic. Chapter 2 explains about the detail of the topic and On the Job Training's activities. Chapter 3 is about conclusions and suggestions for D-III Bahasa Inggris and the readers. After the writer finished all the chapters, the writer must register for final report examination, and the writer will deal with trial. This Final Report is a requirement for graduating from UNMER Malang.