

# THE IMAGE BUILDING OF PUSDIKLAT MIGAS CEPU THROUGH SOCIAL PROGRAMS



## FINAL PROJECT REPORT

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Final Project Report:

**THE IMAGE BUILDING OF PUSDIKLAT MIGAS CEPU THROUGH  
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## MOTTO

**"Every day in your life is a page from your history".**

"Thinking is the hardest job, because that very few people are willing to use his brain", Henry Ford.

**"Happy life is where we can share that happiness with those around us", John Savique.**

## DEDICATION

I dedicate this final  
project report to:

- My Beloved  
Parents
- My Brothers and  
Sisters

## **PREFACE**

All of the praise is only for Allah SWT. I realize that without Allah I can't finish my final project report. This final project report made as one of the requirement in obtaining degree in the English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This report entitled "The Image Building of Pusdiklat Migas Cepu Through Social Programs" selected by the writer to know the activities of Public Relations Division in Pusdiklat Migas related with the effort in creating a good image and the implementation of social programs in Pusdiklat Migas Cepu.

The writer realize that this final project report is still beyond the perfection, therefore some suggestions and criticism are expected for the writer. The writer hopes that this final project report is useful for the readers.

The writer also would like to thank deeply to those who continuously give support:

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Wiweko Aksan Nugraha

## **ABSTRACT**

**Wiweko Aksan Nugraha.2010. The Image Building of Pusdiklat Migas Cepu Through Social Programs. English Diploma Program, Faculty of Letters and Fine Arts, UNS.**

As one of the centre of education and training in the oil and gas industry, Pusdiklat Migas Cepu always tries to create mutual relationship between institution and its public. To run this aim, Public Relations division in Pusdiklat Migas Cepu has important role in establishing mutual communication between institution and its public. One of the efforts is by holding social programs in the form of community development. Based on the job training, the objectives of this report are to know the activity of Public Relations in Pusdiklat Migas Cepu and the implementation of social programs done by Pusdiklat Migas Cepu in creating a good image.

This final project report is completed through several methods, there are: collecting, analyzing, and concluding the data. The data in this final project report were obtained by holding observation in Pusdiklat Migas Cepu, interviewing the Public Relations staffs in Pusdiklat Migas Cepu, and conducting a library research.

Based on the job training for a month in this institution, it can be seen that the activities of Public Relations in Pusdiklat Migas Cepu are very rich. It is because Public Relations Division in Pusdiklat Migas Cepu has to be responsible in communicating information internally and externally. It is aimed to create good relationship with the public either external or internal. Accordance with it, Public Relations in Pusdiklat Migas Cepu try to provide social contribution to the society. The programs can be divided into educational social programs and non-educational social programs. The educational programs are in the form of Community Development by giving training for Cepu citizen in the oil and gas field and providing studying medium for the students of senior high school and university. And, the non-educational programs are in the form of humanitarian help. Most of non-educational programs are done incidentally.

In the end of this final project report, the writer concludes that the activities of Public Relations in Pusdiklat Migas Cepu are appropriate with the aim of institution to create a good image. By running social programs, the institution will be able to retain its existence and can get the public trust.



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# **CHAPTER I**

## **INTRODUCTION**

### A. Background

In creating a harmonious atmosphere in the company, communication is very important. By having good communication, it will form a harmonious relationship between company and its public. Therefore, Public Relations is needed to establish it. PR is a division or section which has an important role in establishing mutual communication (*the reciprocal two way communication*) between the company and its publics. The use of PR is useful to build the image and create understanding, support, and positive image of the public either external or internal.

Pusdiklat Migas Cepu as one of the centre of education and training in the oil and gas industry which is under the shelter Ministry of Energy and Mineral Resources has a Public Relations (PR) with a role to establish good relationships through out external or internal public because Public Relations Division has a duty to promote and build good image of the institution. Dealing with this, Public Relations practitioners are between organization and its public.

Public Relations practitioners also have to be active to make many improvements to make the image of institution better. Image building is needed in the institution primarily for Government Institutions such as Pusdiklat Migas Cepu. One way to do this is to run social program like Community Development (Comdev). Community Development is a process of sustainable development which aims to improve social

conditions, economy, culture and society to achieve a better quality of life. This program refers to the transparency of corporate social disclosures on the activities or social activities undertaken by the company.

The existence of social problems caused by the company's business activities is undeniable. It is because the company always wants to gain more profit without care about its public. Labour strike and protest done by the society around the company is a form of disappointment to the company. Therefore, the company has to contribute to solve social problems which occurred in the environments in order to create mutual relationship between the company and its public. This aims to build positive images (good image) of the company in the eyes of society.

Pusdiklat Migas Cepu is a centre of education and training in the oil and gas industry that is responsible for the development of manpower in the oil and gas field. The writer is interested in observing and getting involved in the Image Building of Pusdiklat Migas Cepu through social activities.

## B. Objectives

The objectives of this report are:

1. To know the activity of Public Relations in Pusdiklat Migas Cepu
2. To explain the implementation of social programs done by Pusdiklat Migas Cepu in creating a good image.

### C. Benefits

Hopefully this final project report will be advantageous for:

1. The readers

Readers will know about the efforts of Pusdiklat Migas Cepu to build the image through social activities.

2. The institution

The institution will get some inputs to determine policy in order to improve the Public Relation Divisions in Pusdiklat Migas Cepu.

- 3 The writer

The writer can learn about the fact and the application of Public Relation in an institution.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Public Relations**

The definition of Public Relations is usually referred to three experts in Public Relations field. According to J.C. Seidel, Public Relations Director, Division of Housing, New York, He defines that:

“Public Relations is defined as the continuing process by which management endeavour to obtain good will and understanding of its costumers, its employees and the public large, inwardly through self analysis and correction, outwardly through all mean expression”. (Abdurrachman, 1984: 24)

There is also a definition from W. Emerson Reck, Public Relations Director, Coltage University, He states:

“Public Relations is continued process of keying policies, services and actions to the best interest of those individual groups whose confidence and good will an individual or institution covets, and secondly it is interpretation of these policies, services and actions to assure complete understanding and appreciation”. (ibid, 1984: 44)

While, according to Frank Jefkins, “Public Relations is something which summarizes planned communication between an organization with all of its public both internal and external in order to achieve specific goals based on mutual understanding”. (Jefkins, 1995: 9)

There are more than 2000 definitions of Public Relations until 1970. Considering that, on May 1960 in Den Haag, the members of IPRA (International Public Relations Association), an organization which consist of Public Relations

practitioners around the world agreed to achieve one definition of Public Relations as follows:

“Public Relations is a management function, of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom there may be concerned by evaluating public opinion about themselves, in order to correlate, as far as possible, their own policies and procedure, to achieve more productive cooperation and more efficient fulfilment of their common interest by planned and wide spread information”. (Effendy, 1983:116)

From those definitions, it can be concluded that Public Relations has functions to implant and obtain an understanding, good will, trust, and honour for and from public of organizations or a company in particular and the society in general.

### **B. The Functions of Public Relations**

The definitions of Public Relations show what the functions of Public Relations are. The definitions explain what Public Relations practitioners have to do and position themselves in the institution or organizations which they represent.

The function of Public Relations in practice is to establish and maintain reciprocal two way communication. To do it, Public Relations practitioners have to be able to harmonize internal and external functions.

According to Canfield, Public Relations have main functions as follows:

- a. Serving the public interest.

Public interest both internally and externally should be nurtured in order to create a harmonious relationship between the organization and its publics.

b. Maintaining good communication.

Public Relations should be able to maintain good communications with both internal and external public which has functions as the source of information and the channel of information.

c. Emphasizing the moral and good behaviour

Public Relations as an image maker of the company / institution must show a good image to the organization it represents.

(Siswanto,1992:7)

For realizing the functions of Public Relations, it needs several media. According to Oemi Abdurrachman, there are several media that can help Public Relations Officer (PRO) in applying the functions of Public Relations. Some of those media are:

- a. Booklets and pamphlets
- b. Orientation
- c. Institutional booklets
- d. Letter and Bulletin
- e. Announcement Board, Poster, Advertisement Board
- f. Meeting



- g. Television
- h. Radio
- i. Exhibition

(Abdurrachman, 1984: 99)

Those media are chosen based on the effectiveness. Generally, a company only uses some of them because the selection of media is also influenced by the characteristic of the company.

### **C. Image Building**

The image of a company is shaped by many things such as the brilliant history of company, good relationship in industry, the successful in monetary field, and the reputation as the best company. A positive image obviously can support the income of the company.

According to Frank Jefkins, “the image is defined as a person or an individual impression of something that occurred as a result of knowledge and experience”. (Jefkins, 1995: 20)

From the description above it can be seen that image is an abstract thing, can not be measured in nominal size, but can be perceived and created.

Frank Jefkins explains briefly that image can be categorized into:

- a. The mirror image is about how the estimate (an image) of management to external public in viewing of the company.
- b. The current image is an image which exists to external public based on the lacks of information in an organization.

- c. The wish image is an image which is wanted by the management.
- d. The corporate image is an image from the whole of organization.
- e. The multiple images is a number of individual, branch or representative of a company that can form a certain image which is not in accordance with the uniformity of the image in the entire organization or company.

(Jefkins,

1995:21)

From those classifications, it can be concluded that the image can be emerged or predicted by the management, created by society, unwanted by the organization / company, and generated from various elements (the multiple images).

Public Relations Officer can play an important role in the task of building a good image in company/institution. According to James Grunig, he defines that:

"For Public Relations to be valued by the organizations it serves, practitioners must be able to demonstrate that their efforts contribute to the goals of these organizations by building a long-term behavioral relationship with strategic publics—those that affect the ability of organizations to accomplish its mission."

(Ballmer and Greyser,  
2003:219)

The definition above reveals that to build a good image is needed a good relationship with the public of company. One of the ways to do that is by holding Community Development programs which included in social programs to the public. By doing this, the image of the company will be shaped depends on the evaluation of public.

#### D. Community Development and Social Program

##### 1. The Definition of Community Development

Community Development is very important to the existence of a company. Until now, there are many concepts of Community Development. Luz. A. Einsidel (1968: 7) as quoted by [http:// www.DickyRahardy.com](http://www.DickyRahardy.com) defines "Community Development as the process by which the efforts of the people themselves are united with those of governmental authorities to improve the economic, social and cultural conditions of communities, to integrated these communities into the life of the nations, and to enable them to contribute fully to national progress".

These definition underlined that Community Development (Comdev) is a process where the efforts or the potentials which owned by the community have been integrated with the resources owned by government to improve economic, social, and cultural conditions, and integrate it within the context of national life, and to empower them to be able contributing to achieve a progress at the national level.

Community Development aims to improve economic, social, and cultural conditions communities to achieve a better quality of life. Comdev focuses its activities

through empowering the potentials owned by society to meet their needs, so that the principles to help the community to help themselves can be realized.

## 2. The Definition of Social Program

Social program has a close relationship with Community Development. It is because most of the Community Development programs now are linked with social programs based on the local society needs. Grinsberg and Miller-Cribbs in their book "Understanding Social Problems, Policies, and Programs" states that, "Social Programs are what social and other human services workers use, in addition to their own professional skills for serving clients, to help people." (Grinsberg and Miller-Cribbs, 2005:145)

The meaning of this definition is that social programs have a main objective to help people and reach the social welfare for the society by giving social services. There are various Community Development programs which are included in social programs such as the constructing educational facilities and health, disease prevention programs through community health education, building facilities for the surrounding community, providing social assistance, and scholarships.

## CHAPTER III

### DISCUSSION

#### A. Pusdiklat Migas Cepu

##### 1. Brief History of Pusdiklat Migas Cepu

Pusdiklat Migas Cepu is one of the centres of education and training in the oil and gas industry which is located in Cepu, Central Java. This institution is under the shelter of Ministry of Energy and Mineral Resources and responsible to the manpower development in oil and gas sector, from upstream to downstream. The history of Pusdiklat Migas Cepu is very long. Before it is named as Pusdiklat Migas Cepu, it has several steps in the process of becoming Pusdiklat Migas Cepu. The history can be separated into several periods:

##### a. In the early twentieth century (1886-1942).

Oil mining in Cepu began with exploration done by Adrian Stoop in Java. Stoop is a Mining Engineering from Netherlands and employed as a junior technician by "Gonopeilweizen" in Java. He started the exploration in 1886 to 1887. Then, in 1888 he founded DPM (Dutsche Petroleum Maatschappij) which is located in Surabaya. After drilling in Surabaya, he found good quality oil that was suitable for steam engine in Cepu. He found it after raft down from Ngawi through "Bengawan Solo" river to Cepu in the border of Central Java and East Java. He found oil wells in Ledok village, approximately 10

kilometers from Cepu and started the drilling in July, 1893. The drilling was under the control of DPM, Adrian Stoop's company.

b. In 1942-1945.

After the Dutch colonization was finished and changed to Japan, the ownership of oil field in Cepu also changed to Japan government under the name "Shokko Gakko".

c. In 1948-1961.

During this period, oil field in Cepu was taken over and under the management of several companies as follows:

- Perusahaan Tambang Minyak Nasional/PTMN (National Oil Mining Company) which had the area in Cepu Refinery and Bongas (Central Java).
- In 1949 BPM (*Bataafsche Petroleum Maatschappij*) was pointed by government after military aggression done by Netherlands.
- In 1950, the operation of oil mining in Cepu was named as Administrasi Sumber Minyak/ASM (Administration of Oil Source) and supervised by District Military Command of Blora region.
- In 1951, Administrasi Sumber Minyak/ASM (Administration of Oil Source) was named as Perusahaan Tambang Minyak Republik Indonesia/PTMRI

(Oil Mining Company Republic of Indonesia). The items which produced are in the form of gasoline, diesel, kerosene, and the remaining residue.

- In 1957, PTMRI was changed as Oil Field Nglobo CA.

d. In 1961.

PTMRI was changed as PN. PERMIGAN with the Governmental Regulations No. 119 dated June 5, 1961.

e. In 1966.

Because of less satisfaction on producing, PN. PERMIGAN was dissolved in 1965 and replaced as LEMIGAS/Lembaga Minyak dan Gas Bumi (Directorate of Petroleum Oil and Gas) based on the Decree of the Minister of Environmental Affairs Ministry of Oil and Gas No. 17 / M / Migas / 1965.

f. In 1978-1984.

With the Decree of the Minister of Mines and Energy No. 646 dated December 26, 1977, LEMIGAS was changed to be the part of Directorate General of Oil and Gas and the name was changed to Pusat Pengembangan Teknologi Minyak dan Gas Bumi "LEMIGAS"/PPT MGB "LEMIGAS" (Centre of Petroleum and Natural Gas Technology).

g. In 1984-2001.

Based on the letter President Decree No.15 dated March 6, 1984, the organization of Mines and Energy was developed and PPTMGB "LEMIGAS"

as Pusat Pengembangan Tenaga Perminyakan dan Gas Bumi / PPT Migas Cepu (Centre of Petroleum and Natural Gas Workers), while in Jakarta was PPTMGB "LEMIGAS".

h. In 2001 till now.

Based on the Decree of the Minister of Energy and Mineral Resources No. 150 in 2001 dated March 2, 2001, PPT renamed as Pusdiklat Migas (Oil and Gas Education Training Centre) and has been updated with the Minister of Energy and Mineral Resources No. regulations 0030 of 2005 dated July 20, 2005.

## 2. Main Duty, Vision, Mission, and Functions

### 2.1 Main Duty

The main task of Pusdiklat Migas Cepu are to carry out education and training in the fields of oil and gas, such as classes, courses and scientific discovery, the implementation of the operational mining workforce oil, gas and geothermal exploitation.

### 2.2 Vision

To be the leader of Education and Training Centre for Oil and Gas by creating clean, transparent, open and good governance system.

### 2.3 Mission



- a. Increasing the capacity of the government officials and Oil and Gas Training Centre Educational in order to realize good governance system.
- b. Improving the competency of workers to compete with oil and gas sector through the mechanism of global economic system.
- c. Improving the ability of oil and gas companies to become more competitive through the development program of Human Resources.

#### 2.4 Functions

- a. Formulating and implementing of plans and programs also educational and training cooperation.
- b. Formulating and implementing of standards, guidelines, norms, procedures, also education and training criteria.
- c. Preparing for accreditation of training programs and other educational institutions, and conducting tests of technical competence and specialized manpower for the needs of professional certification agency.
- d. Providing services, facilities, and education and training infrastructure.
- e. Managing information systems of education and training.
- f. Developing the centre of functional groups.
- g. Managing administrative, financial administration, staffing and home centres.
- h. Evaluating of education and training in the oil and gas.

#### 3. The Division on Pusdiklat Migas Cepu

Head of Pusdiklat Migas Cepu directly responsible to the Badan Diklat ESDM (Board of Education and Training of Energy and Mineral Resources) and assisted by the

three heads of the field, one head of department, two functional groups. Some of the areas and sections in Pusdiklat Migas Cepu are:

a. The Division of Administration

This division is responsible for providing technical and administrative services to all elements within the administration field. This division consists of:

- a. Officer and General Sub Division
- b. Finance and Household Sub Division

b. The Division of Refinery Facility

Tenure Up to formulate plans and programs for skills development in the field of exploration, production, operational techniques, and processes of petroleum processing. This field consists of:

- a. Refinery Sub Division
- b. Utilities Sub Division

c. The Division of Laboratory and Workshop Facilities

Responsible for the collection of material, review, preparation, implementation and evaluation of the management plan utilization, development and services in supporting education and training workshops of oil and gas. This field consists of:

- a. Laboratory Sub Division
- b. Workshop Sub Division

d. The Division of Training

This field is responsible to hold cooperative relationship in development competence in oil and gas field. This field care of things associated with college education held by Pusdiklat Migas Cepu. This field includes:

- a. Training Preparation Sub Division
- b. Training Implementation Sub Division

#### B. Job Training Activities

The writer did the job training for a month in the field of Public Relations. In a period of one month, the writers got a lot of knowledge and new experiences especially regarding to the activities of Public Relations and social programs of Pusdiklat Migas Cepu. During the job training, the writer did some activities as follows:

1. In the first week of job training, the writer was required to attend a general orientation in the first three consecutive days before entering the Public Relations division. General orientation was aimed for students who carry out job training in Pusdiklat Migas Cepu to be able to know in advance the units (field) available in the area of Pusdiklat Migas Cepu. So that, when the student goes directly to their respective practice areas, they already know the outline of which will be headed in the field and already have an idea of what will be done and gotten during the job training.
2. Having finished the general orientation, the writer began to enter the field of job training in Public Relations divisions. On the first day of practice in public relations, the writer began to receive explanation about the duties of Public Relations in Pusdiklat Migas Cepu and started to observe some units such as the

Power Plant and Water Treatment to obtain accurate data regarding to the role of the units in support of social programs which done in Pusdiklat Migas Cepu. Besides, the writer also conducted interviews with the supervising of job training related to the principal tasks of Public Relations.

3. In the third weeks of job training, the writer was given the task to carry out the documentation in the form of a press clipping with a selection of newspaper news, especially news about fuel, Pusdiklat Migas, Exxon, Pertamina, "Blok Cepu" and news relating to the Oil and Gas, then cut out and codified in the form of clippings. Although looks simple, but the function of clipping is proved quite significant as a documentation of Pusdiklat Migas Cepu. So if there are people who ask for confirmation about the news papers, Public Relations have the data to be discussed with the relevant management. Besides, the writer also asked to make press release about the training activity which done by Pusdiklat Migas Cepu through website.
4. In the last week of job training, the writer was given the task to bind the letters or files into the ring binder based on each categorized while finishing the report of job training. It is a must for student who doing job training in Pusdiklat Migas Cepu to make a job training report for institution.

### C. Public Relations Activities of Pusdiklat Migas Cepu

In Pusdiklat Migas Cepu, Public Relations division acts as front liner who has full authority in communicating information internally and externally to the public. So, it will create a communicative relationship between the internal and external public and capable to create mutual communication (the reciprocal two-way communication) in

communication with public. This is in accordance with Public Relations steps to create a good image in the eyes of public who can support the achievement of institution goals. Therefore, the presence of Public Relations in Pusdiklat Migas Cepu becomes very important.

Public relations activities in the Pusdiklat Migas Cepu is not only limited to providing information about the institution, but also reaching other activities, such as conducting protocol, presentations, documentation, photo/video, create newsletters, press releases, make a tentative program, and etc. The main tasks of Public Relations in Pusdiklat Migas Cepu are:

1. Implementing the photo documentation of all activities in the Pusdiklat Migas Cepu, which includes documentation of training activities held by Pusdiklat Migas Cepu, special program activities, working visit, making photo identification and coverage of all activities.
2. Implementing the documentation (printed and electronic media) that related to Pusdiklat Migas Cepu, which includes making periodic newsletters, press releases to the media, newspaper clippings, and press conference.
3. Giving and receiving services information to the public related to the Pusdiklat Migas activities to the general public and students of State and private universities who held job training in Pusdiklat Migas Cepu.
4. Implementing protocol, which includes guiding for guest visits, host, making tentative program of visits, conducting the ceremony program for national holidays, making the concept of speech also creating websites of Pusdiklat Migas Cepu.

From those explanations, it can be concluded that Public Relations activities in Pusdiklat Migas Cepu are very rich, even overload. However, Public Relations in Pusdiklat Migas Cepu strive in providing correct information as the front liner of institution.

#### D. Social Programs

##### 1. Social Programs

In creating good relationship with the public either external or internal, Public Relations in Pusdiklat Migas Cepu always try to provide social contribution towards the society. This is as part of its responsibilities towards the society in Cepu city. The social programs can be divided into:

###### a. Educational social programs.

As an institution which cares about education, Pusdiklat Migas Cepu always tries to participate in the effort of improving education in Indonesian. Through Public Relations division, Pusdiklat Cepu always holds a course/training for the citizen in Blora Region in form of Comdev. Pusdiklat Migas Cepu also give the scholarship for the students of Elementary school to High school. Besides, Pusdiklat Migas Cepu also received the high school students and students from various universities to implement job training.

###### b. Non-educational social programs.

Pusdiklat Migas Cepu always cares with the progress of citizen around Cepu. Therefore, Pusdiklat Migas Cepu always tries to give best contribution towards

the society in Cepu. These kinds of programs are in the form of social aid which refers to the public, such as public facilities and humanitarian aids.

## 2. The Implementation of Social Programs

Pusdiklat Migas Cepu always involves Public Relations Division in conducting the social programs. It is because Public Relations Division is one of the divisions that directly get in touch with public, both internal and external. Therefore, the implementation of social programs has to be managed well in order to get the aim of Pusdiklat Migas Cepu.

Course/training for the citizen in Blora region in form of Comdev is supposed to improve the quality of human resource in Blora Region in the field of oil and gas. This course is held every year. The kinds of training are as follows:

### a. Electric Motor Training

The participants of this training are from the graduate student of senior high school in Blora region. The participants are taught by lecturers who master electric motor field especially for oil and gas field. Therefore, after join this training it is hoped that participants are able fixing the damage of electric motor and installing electric equipment for connection of pipe and the other equipment machines. Besides, it is possible for the participants to be recruited in oil and gas company.

### b. Weld Experts Training

The participants of this training are from the graduate student of senior high school who has the mainstream in mechanical engineering. The participants are taught to able welding the construction of iron and pipe by the lecturer which has good competence in weld field. Thus, it is hoped that the participants can mastering the skill in welding and compete in world work.

c. Pipe Fitter Training

The participants of this training are come from graduate students of senior high school in Blora region. This training has objective to improve the skill of manpower in the pipe installation for gas, water, and oil in an industry. In conclusion, the participants can get more knowledge about pipe installation and practice it directly.

d. Lathe Machine Worker Training

This training is held to fulfil the needs of human resources in operating lathe machine. Most of the participants are come from graduate students of senior high school in Blora region and people who want improve their skill in lathe machine field. By participating this training, it is possible that the participants can be recruited as employer in a mining company or even can build their own lathe company.

To join in these training, the participants must register first in the Division of Training.

The trainings above were held altogether in three periods and each period takes two



weeks in implementation. The first period was held on October 12 to October 26, 2009. The second period was held on November 2 to November 18, 2009 and the third period was held on November 23 to December 7, 2009. There are 60 participants who join in these trainings and the lecturers are come from the employee in Pusdiklat Migas Cepu especially The Division of Training. By holding these trainings, the needs of competent manpower in oil field will be fulfilled and there are no more unemployed.

The next educational social program is receiving students who want to do job training in Pusdiklat Migas Cepu. It can be called as a social program because of the objective of this program is to help improving the quality of education in Indonesia. It is also one of the forms of a support from Pusdiklat Migas Cepu for the progress of education in Indonesia by giving the facilities for studying medium.

Based on the data taken from The Division of Training, the numbers of students from the university who conducts job training throughout 2009 are 644 students totally, while the number of high school students who conduct job training in 2009 reached 280.

While, the non-educational social program which is done by Pusdiklat Migas in the form of public facilities help is by building 20 "water store" for people in Cepu especially in the dry season. There are 20 locations of "water store" around Cepu and most of them are in residential area. So, people can bring their water tank and get the water by queuing up first. Water supply is obtained through the "Bengawan Solo" river. It is first processed into distillation process in Water Treatment unit then distributed to each "water store" through pipe from Pusdiklat Migas. "Water store" can be used to satisfy public needs for clean water. This program is held yearly especially when in dry season.

Besides, the other social aid is in term of humanitarian help. Humanitarian help can be described as the effort of Pusdiklat Migas Cepu in developing the wealthy of Cepu citizen. The other programs are such as helping flood victims (natural disaster), supporting reforestation program, giving food packages, building public sport facilities, and holding mass circumcision. Most of these programs are done incidentally.

#### E. Image Building Through Social Programs

Public Relations has a great role in succeeding the image building of Pusdiklat Migas Cepu. As one of the governmental institution in Cepu, Pusdiklat Migas Cepu has a great influence for the Cepu citizen. The social programs which are done by Pusdiklat Migas Cepu show that the institution has sensitivity to the social problem faced by society. For example, when occurred a dry season in Cepu it is difficult for people in Cepu to find clear water. This problem has responded by Pusdiklat Migas Cepu through building the "water store". Thus, the needs of clean water for Cepu citizen can be fulfilled.

A good image can be described "as good impression which is based on experience, knowledge, and comprehension about reality". (Anggoro, 2002:69).

From those definitions, it is clear that the image will be shaped depend to the evaluation of people towards the performance of institution in contributing social programs. The various forms of program which are done by Pusdiklat Migas Cepu prove that Pusdiklat Migas Cepu always tries to provide maximum contribution to Cepu citizen. This is an effort of Pusdiklat Migas Cepu to create mutual situation between publics company and

positive image in the eyes of the public company. Cepu citizen are satisfied with the service given by Pusdiklat Migas Cepu. It can be seen from the public opinion which exists in Cepu about Pusdiklat Migas Cepu. Cepu citizen are proud with the existence of Pusdiklat Migas Cepu. So, it will be formed mutual communication (the two-ways reciprocal communication) between public institutions and provide benefits for Pusdiklat Migas Cepu in the future.

## CHAPTER IV

### CONCLUSION AND SUGGESTION

#### A. Conclusion

The experience of having job training in Pusdiklat Migas Cepu had given a lot of valuable knowledge to the writer, especially the knowledge about the activities of Public Relations in Pusdiklat Migas Cepu. Public Relations activities in Pusdiklat Migas Cepu are aimed at social contribution to the society in form of Social Programs.

By running social programs, Pusdiklat Migas Cepu is making serious efforts to create a good image to retain its existence and get the public trust. The social programs which are held by Pusdiklat Migas Cepu are classified into:

1. Educational Social Program
2. Non-educational Social Program

Those two activities are intended to create and support the good image of Pusdiklat Migas Cepu.

From the previous chapter, it can be seen that the activities of Public Relations in Pusdiklat Migas Cepu are appropriate with the aim of institution to create a good image. Although with the overloaded activities, the staff of Public Relations in Pusdiklat Migas Cepu still runs the program very well. While, in creating a good image Pusdiklat Migas Cepu was done several activities in the form of social programs. This is an effort of Pusdiklat Migas Cepu to create mutual situation between publics company and positive

image in the eyes of the public company. Thus, the institution will be able to retain its existence and could get public trust.

#### B. Suggestion

After doing the job training for four weeks in Pusdiklat Migas Cepu, the writer has several suggestions for Public Relations division and the implementation of social programs. Several suggestions are expected to help the institution to repair the weakness of Public Relations division in Pusdiklat Migas Cepu. Those suggestions are:

1. Even though the moves of Public Relations division in Pusdiklat Migas Cepu are still collided with the bureaucracy, Public Relations Officers are expected to have innovation in improving Pusdiklat Migas Cepu.
2. Public Relations Office needs to improve the quantity of the human resources and facilities to support the activity of Public Relations. It is because there are only four staffs to run the Public Relations' activities. It will be better to recruit new employees whose education background is Public Relations. Besides, the facilities in Public Relations office have to be completed.
3. The social programs which are held by Public Relations in Pusdiklat Migas Cepu have to be done continuously. As a result, the community development program in Cepu can be succeeded.

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