

**THE EFFORTS OF PUBLIC RELATIONS OF PT PLN
(PERSERO) APJ SURAKARTA TO SUCCESSFULLY
EXECUTE THE ELECTRICITY ECONOMIZING PROGRAM**



FINAL PROJECT REPORT

**Submitted as a Partial Requirement in Obtaining in the English
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Final Project Report : THE EFFORTS OF PUBLIC RELATIONS OF PT PLN
(PERSERO) APJ SURAKARTA TO SUCCESSFULLY EXECUTE
THE ELECTRICITY ECONOMIZING PROGRAM

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MOTTO

I am not alone and afraid anymore because I believe GOD will help me anytime.

Do the best you can and don't worry about the end.

Whatever you do, proud of yourself.

Life is an effort and prayer.

Life is a struggle to face problems.

Life is a desire to find true love.

Life is a patience to wait the dreams come true.

There is no life without sacrifice and no sacrifice is wasted (Oliver Lodge 1929).

DEDICATION

- ❖ For my lovely family
- ❖ My soulmate

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- 16) All staffs English Diploma Program, Miss. Heny, Mrs. Datin, Miss. Devy, Miss. Rita and Miss. Febri (thanks for the help and your kindness).

Finally, I realize that this final project is still far from being perfect. I would like to accept any suggestion, comment, and criticism to develop my final project. I hope that this final project would be advantageous for the readers.

Surakarta, 15th July 2009

The Writer,

Dewi Rara Arianing Asri

ABSTRACT

Dewi Rara Arianing Asri.2009. The Efforts of Public Relations of PT PLN (Persero) APJ Surakarta to Successfully Execute The Electricity Economizing Program. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training in PT PLN (Persero) APJ Surakarta. The job training was done on 2nd until 31st March, 2009. The major aim of this final project is to know the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program.

In the discussion, the writer describes the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program. There are the efforts for external public and the efforts for internal public. The efforts for external public are giving knowledge and spreading information by making relationship with mass media, holding socialization about electricity economizing program, creating and using Mr. and Mrs. Bili the clowns, making printed materials for promotion and publication about electricity economizing program, and persuading society to turn off light at 17.00 p.m. until 22.00 p.m. The efforts for internal public are holding campaign in PT PLN (Persero) APJ Surakarta, persuading the employees of PT PLN (Persero) APJ Surakarta to use electricity economically, and turning off light of PT PLN (persero) APJ Surakarta at 17.00 p.m. until 22.00 p.m.

The implementation of the program mostly run well even though the Public Relations has weaknesses; they are the budget and the facilities of Public Relations Division of PT PLN (Persero) APJ Surakarta. At last, the writer gives some suggestions to Public Relations Division of PT PLN (Persero) APJ Surakarta, such as increasing the quality and quantity of the facilities, improving the skills of the officers in order to conform to their field, and increasing more budgets to support their activities.

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CHAPTER I

INTRODUCTION

C. Background

Electricity is very important in our life. Nowadays, we can not live without it because we always use it everyday, for electric light, refrigerator, television, radio, computer, washing machine, and so on. However the amount of electricity is limited while the number of customers increase every year. If the consumption is high, electricity will be turned off because of over loading. Thus our activities during the day or at night will be disturbed.

PT PLN (Perusahaan Listrik Negara) or State Electricity Enterprise is the only company trusted by the government to provide electricity for Indonesia. PLN is a corporation that sells energy to customers. One of the branches of State Electricity Company in Surakarta city is PT PLN (Persero) APJ (Area Pelayanan dan Jaringan) Surakarta which provides the electricity power need for Solo area.

Public Relations of PT PLN has a main duty to handle the increasing electricity need. The increase of electricity need will increase production cost. Besides, the raw materials of electricity production, like petroleum and coal, become expensive everytime. Therefore Public Relations Division of PT PLN makes the electricity economizing program to decrease production cost. The electricity economizing program does not only involve staffs of PT PLN, but also customers. Public Relations of PT PLN (Persero) APJ Surakarta tries continually to campaign about this program. So far the efforts done by Public Relations of PT PLN APJ Surakarta are making brochures, making articles in newspapers, broadcasting on radios,

doing socialization, creating and using the Mr. Bili and Mrs. Bili the clowns. Based on this phenomenon, this final project report describes the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program.

D. Objective

The objective of this final project report is:

To describe the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program.

E. Benefits

The benefits of this final project are:

D. For the readers

The writer hopes that this final project report can be useful for the readers, especially students of English Diploma program, to improve their knowledge about the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program.

E. For the staffs of PT PLN (Persero) APJ Surakarta

The writer hopes that this final project report can be useful for them to identify the strengths and weaknesses of Public Relations efforts of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program.

F. For the writer

The writer hopes that this final project report can be useful for her to improve knowledge about the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program.

CHAPTER II

LITERATURE REVIEW

3. Public Relations

3. Definition of Public Relations

There are many ways to define Public Relations because people have tried to define into several meanings. Public Relations is frequently abbreviated as PR. The International Public Relations Association (IPRA) defines PR as:

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 they are or may be concerned---by evaluating public opinion about themselves, in order to correlate, as far as possible, their own policies and procedures, to achieve by planned and widespread information more productive co-operation and more efficient fulfillment of their common interest. (in Uchjana, 1986: 27)

After analyzing the 472 definitions, however, Dr. Rex F Harlow (in Cutlip, Center and Broom, 2000: 4) produced a definition that includes both conceptual and operational elements:

Public Relations is the distinctive management function which helps establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organization and its public; involves the management of problem or issues; helps managements to keep informed on responsive to public opinion; defines and

emphasizes the responsibility of management to serve the public interest; help management keep abreast of and affectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound and ethical communication as its principal tools.

According to John E. Marston, Public Relations is planned, persuasive communication designed to influence significant public. (Ruslan, 2005: 8)

Based on the definitions above, we can identify that Public Relations is two directions of communications between an organization and its publics in both sides to support function and purpose of management by increasing establishment of cooperation and fulfillment of their common interest.

4. **Publics of Public Relations and the Form of Communications**

The Publics of Public Relations consist of external public and internal public. External public is people who are outside of organization and have relation with the activities of organization like customers, journalists, officials of telephone office, bank officials and so on. Internal public is people who do activities in organization like employers and stakeholders. Communication is an important factor to support the achievement of organization purpose. Therefore Public Relations needs communication with people which consists of external public and internal public. There are two kinds of communications namely oral communication and written communication. Taylor (in Kristina, 2004: 33) stated the forms of communications as follows:

G. External Public Communication

Oral external public communication is communication which uses meeting media, such as conference (seminar), conversation, telephone, and presentation.

Written external public communication is communication which uses media, such as leaflet brochure, invitation, forms (questionnaire), press release, customer newsletter, notice, graph/chart, report, email, fax, and letter.

H. Internal Public Communication

Oral internal public communication is communication which uses particular media, such as presentation, meeting (conference), intercom, telephone, messages, and face-to-face discussion.

Written internal public communication is communication which uses media, such as memo, staff newsletter, form (questionnaire), notice, fax, email, graphs (charts) and report.

5. Activities of Public Relations

According to Cutlip, Center and Broom (2000:9) the contemporary meaning and practice of Public Relations includes all of the following activities and specialties:

F. Publicity

Publicity is information from an outside source that is used by the media because the information has news value. It is uncontrolled method of placing messages in the media because the source does not pay the media for placement.

G. Advertising

Advertising is information placed in the media by an identified sponsor that pays for time or

space. It is a controlled method of placing messages in the media.

H. Press Agency

Press Agency is creating newsworthy stories and events to attract media attention and to gain public notice.

I. Public Affairs

Public Affairs is specialized part of Public Relations that builds and maintains governmental local community relations in order to influence public policy.

J. Issues Management is the proactive process of anticipating, identifying, evaluating, and responding to the public policy issues that affect organization relationship with their public.

K. Lobbying

Lobbying is a specialized part of Public Relations that builds and maintains relations with government primarily for the purpose of influencing legalization or regulation.

L. Investor Relations

Investor Relations is a specialized part of corporate Public Relations that builds and maintains mutually beneficial relationships with shareholders and others in the financial community to maximize market value.

M. Development

Development is a specialized part of Public Relations in private or non profit organizations that builds and maintains relationships with donors and members for the purpose of

securing financial and volunteer support.

4. Campaign

3. Definition of Campaign

According to Pfau and Parrot, “a campaign is conscious, sustained and incremental process designed to be implemented over a specified period of time for the purpose of influencing a specified audience” (in Ruslan, 2005: 23).

According to Leslie B. Synder, “a communication campaign is an organized communication activity, directed at a particular audience, for a particular period of time to achieve a particular goal” (in Ruslan, 2005: 23).

From the two definitions above, we can identify that a campaign is a coordinated use of different methods of communication aimed at focusing attention on a particular problem and its solution over period of time.

4. Types of Campaign

There are three types of campaigns stated by Charles Larson (in Ruslan, 2005: 25).

They are:

E. Product – Oriented Campaigns

The campaign activity is oriented on product and usually used in commercial activity to promote the launching of new product, for example the launching of cellular provider, the change of new logogram of company, the change of brand's name of company.

F. Candidate – Oriented Campaigns

The campaign activity is oriented to the candidate for the necessity of political campaign, for example the campaign of President Election, Vice President Election and Governor Election.

G. Ideological or Cause Oriented Campaigns

This campaign is oriented for special purpose and social change, for example campaign of antinarcotics, anti HIV and pay tax.

5. Tools of Campaign

There are large numbers of campaign tools which can be used in public relations stated by Rosady Ruslan (2005:29). They are:

a. Public Media

They are letter, telephone and facsimile.

b. Mass Media

Mass Media are newspaper, magazine, bulletin, tabloid and electronic media namely television, radio and film. These media have simultaneous effect to reach the wide reader.

c. Particular Media

Particular Media are advertising, brand name, logo, uniform, color of company. These media have function to promote and commercialize effectively.

d. Internal Media

Internal Media are media which are used for specified audience need, noncommercial and public relations. Internal media are divided into:

1. House Journal, such as house magazine, company profile, annual report, bulletin, and tabloid.
2. Printed Materials for promotion and publication, for example booklet, pamphlet, leaflet, calendar, card, and memo.
3. Spoken and Visual Word, such as audiovisual, video record, tape record, slide film, broadcasting media, radio, and television equipment.
4. Meeting Media, such as seminar, presentation, discussion, exhibition, special events, sponsorship, and gathering.

CHAPTER III

DISCUSSION

A. Description of PT PLN (Persero)

7. History of PT PLN (Persero)

In 19th century, Dutch dominated Indonesia. The Dutch exploited the natural resources and built many businesses in Indonesia. To Increase their businesses, the Dutch made electric power station for supplying electric power.

The electricity was not only used in the Dutch companies, but also in the offices and houses of the Dutch employees. Therefore the Dutch tried to increase electric power. Electricity for public began since the existence of the Dutch company named CV. Nign in Batavia. This company, which produced gas previously, then developed electricity as one of its commodities. Then, in 1927, the Dutch company built S'land Waterkracht Bedrijven (LB) which was the State Electricity Enterprise managing PLTA Plengan, PLTA Lamajan, PLTA Bengkok, PLTA Pogo, PLTA Ubrug, PLTA Kracak in West Java, PLTA Giringan in Madiun, PLTA Tes in Bengkulu, PLTA Tonsea Lama in North Sulawesi and PLTU in Jakarta.

The defeat of the Dutch in World War II caused the moving of Dutch asset to Japan including the electricity and Gas Company. The company staffs were changed into Japanese.

On August 17th, 1945, the young people who joined in Buruh Listrik and Gas (The

Electricity and Gas Worker) took over the company. On September 1945, the delegation of the electricity and gas worker led by Mr. Kobarsjih met the leader of Komite Nasional Indonesia Pusat (KNIP), Mr. Kasman Singodimedjo. Its purpose was to report the struggle result, Then Mr. Kobarsih and Mr. Kasman Singodimedjo met President Sukarno for giving the asset to Republic Indonesia Government. President Sukarno received the asset with “Penetapan Pemerintah (PP) No. 1 tanggal 27 Oktober 1945” and made Jawatan Listrik and Gas (The Electricity and Gas Bureau) under Departemen Pekerjaan Umum dan Tenaga Listrik.

Unfortunately, by the first and second Dutch Military Aggressions in 1948, a large part of electric company was removed from Indonesia to Dutch. The indigene staffs who did not want to work with Dutch joined together in the office of Electricity and Gas Bureau belonging to Republic Indonesia. Then, the young people met Mr. Kobarsih to discuss about “Nasionalisasi Perusahaan Listrik dan Gas Swasta kepada pemerintah” (Nationalization of The Electricity and Gas Private Company to government). As a result, the government published “Nasionalisasi Perusahaan Listrik Milik Negara Asing di Indonesia” (Nationalization of the Electricity Company Belonging to Foreign Country in Indonesia).

In the struggle releasing Irian Jaya from Dutch, the government published “Undang-undang Nomor 86 tahun 1958 tanggal 27 Desember 1958” about Nationalization of All the Dutch Company and “Peraturan Pemerintah Nomor 18 tahun 1958” about Nationalization of the Electricity and Gas company belonging to the Dutch. As a result, all of electricity belonging to the Dutch were moved to Indonesia. Then, by “PP No.18 tahun 1959”, those companies became Perusahaan Listrik Negara (PLN/ the Electricity Government Company).

In 1961 the government established Badan Pimpinan Umum Perusahaan Listrik Negara

(BPUPLN) but it was closed down in 1965. Based on “PP No.18/1972 Jo PP No.54/1972” the status of PLN was ascended to become Perusahaan Umum (Perum) Listrik Negara Beginning from 1972. Since 1994 until now, the electric company status has been changed into PP PLN (Persero) based on “Akte Notaris Sutjipto, S.H No. 169 tanggal 30 Juni 1994” and “PP No. 23 tanggal 16 Juni 1994”.

The first electricity day was celebrated on 27th October 1946 at Badan Komite Nasional Indonesia Pusat (BKNIP) which was built in Yogyakarta. 27th October became the electricity day based on “Keputusan Menteri Pekerjaan Umum dan Tenaga Listrik Nomor 20 tahun 1960”. However, based on “Keputusan menteri Pekerjaan Umum dan Tenaga Listrik Nomor 235/ KPTS/ 1975 tanggal 30 September 1975 “The celebration of the electricity day joined Hari Kebaktian Pekerjaan Umum dan Tenaga Listrik on 3rd December. Remembering the values of the electricity day, based on “Keputusan menteri Pertambangan dan Energi Nomor 1.134/ MPE/ 1992 tanggal 31 Agustus 1992”, the government decided the 27th October as the electricity day.

2. Vision and Missions, Motto, Logo and Philosophy of the Company

2.1 Vision

“To be recognized as a World Class Company, which is well developed, excellent and trusty”

2.2 Missions

1. To operate the electricity business and other related sectors based on the satisfaction of the customers, parts of the institution and the shareholder.
2. To make electric power as media to increase the quality of people’s life.

3. To make electric power becomes the spirit of the economic activities.

4. To operate business activity based on the environment awareness.

2.3 Motto

“Electricity for a better life”

2.4 Logo



The red thunderbolt is the symbol of voltage. The blue lines are the symbols of weather.

The yellow base is the symbol of shine. The form of logo is like this because the highest voltage is thunderbolt. Therefore the logo of PLN the lighting thunderbolt.

2.5 Philosophy of the company

“The bearer of brilliance and enthusiasm in the productivity of people’s life”

B. Description of PT PLN (Persero) APJ Surakarta

I. Location of PT PLN (Persero) APJ Surakarta

PT PLN (Persero) APJ Surakarta is located on Jalan Brigjen. Slamet Riyadi No. 468 Surakarta.

J. The Working Area of PT PLN (Persero) APJ Surakarta

The working area of PT PLN (Persero) APJ Surakarta consists of eleven Unit Pelayanan dan Jaringan (UPJ). They are:

17) PT PLN (Persero) UPJ Surakarta Kota

18) PT PLN (Persero) UPJ Manahan

19) PT PLN (Persero) UPJ Kartasura

20) PT PLN (Persero) UPJ Grogol

21) PT PLN (Persero) UPJ Sukoharjo

22) PT PLN (Persero) UPJ Wonogiri

23) PT PLN (Persero) UPJ Jatisrono

24) PT PLN (Persero) UPJ Karanganyar

25) PT PLN (Persero) UPJ Sragen

26) PT PLN (Persero) UPJ Sumberlawang

4. Divisions of PT PLN (Persero) APJ Surakarta

- a. Manager of Network and Service Area
- b. Legal, Public Relations and PKBL Divisions
- c. Assistant of Marketing Manager
- d. Assistant of Commercial Manager
- e. Assistant of Financial Manager
- f. Assistant of Human Resource and Administration Manager

1. Brief Explanation of PT PLN (Persero) APJ Surakarta

The description about main duties and functions of each position in PT PLN (Persero) APJ Surakarta are as follows:

- a. Manager of Network and Service Area

The main duty manager of Network and Service Area is to assume responsibility of managing the business effectively and efficiently and to make sure about earnings from power sell, to improve service quality, to perform management of jaringan tegangan menengah (JTM) or middle volt network, sambungan rumah (SR) or house connection, alat pembatas dan pengukur (APP) or restriction and measurement devices and so on. In performing the main duties as mentioned above, a manager of network service area has functions as follows:

- 1) To make prediction about power need.
- 2) To arrange and supply power sell program.
- 3) To monitor the growth of customer and tariff types.
- 4) To perform management activities of PUKK.
- 5) To report activities related to his or her main duties according to applied procedures.

b. Legal, Public Relation, and PKBL Division

6. Legal Division

To handle problems relating to legal matters, such as a working contract between PT PLN (Persero) APJ Surakarta and its customers.

7. Public Relations and PKBL (Program Kemitraan and Bina Lingkungan) Division.

The main duties of this Division are :

- Partnership

To perform analysis on proposals submitted by small entrepreneurs and to provide fund for a working capital loan at soft interest rate (rate of 6% a year for loan of less than Rp 10 millions and rate of 8% for loan of more than Rp.10 millions).

- Environment Development Program

To provide grant or assistance on free to neighborhoods around PLN office and

assets of PLN.

- To make cooperation with press (printed and electronic media)

4. Printed media : Solopos, Suara Merdeka, Kompas, Jawa Pos, and Joglosemar.

5. Electronic Media : State Radio Station of Surakarta, TA TV, Jimbaran FM Radio Station, Metta FM Radio Station, PAS FM Radio Station, Slank Radio Station, and Ria FM Radio Station.

c. Assistant of Marketing Manager

The main duties of Assistant of Marketing Manager are to assume responsibility of examining electricity power price, to make prediction about power need, to make proposal about development of new product and service, to arrange reports about market potencies, public relations, and to provide information for public. In performing his or her main duties, the assistant of manager has functions as follows:

- 1) To provide input about pricing of electricity power price
- 2) To arrange prediction about electricity need
- 3) To perform market research
- 4) To make proposal about development of new product and service

d. Assistant of Commercial Manager

A commercial manager assistant is responsible for performing and developing service for customer, to settle claims, to manage income, to perform P2TL and so on. In performing the

main duties the assistant of commercial manager has functions as follows:

- 1) To monitor management of income
- 2) To operate and maintain information system
- 3) To actively assist the unit in settling claims
- 4) To actively assist the unit in the management of power meter reading

e. Assistant of Distribution Manager

An assistant of distribution manager is responsible for making a construction design, plan, and SOP. In performing his or her main duties, the assistant of distribution manager has functions as follows:

5. To make a construction design based on standard designs.
6. To make proposals about development of distribution.
7. To make a working analysis of distribution network.
8. To arrange a plan of operation and maintenance of distribution network.

f. Assistant of Financial Manager

An assistant of financial manager is responsible for compiling RKAP and monitoring cash flow to perform management of funding and cash flow for Surakarta area. In performing the main duties, the assistant of financial manager has functions as follows:

- 1) To compile RKAP and monitoring cash flow.

- 2) To monitor periodical financial report.
- 3) To perform and to coordinate funding of operation and investment.
- 4) To make quarterly evaluation of financial activities and to make improvement plan of the financial activities.

g. Assistant of Human Resources of Administration Manager

An assistant of human resources of administration manager is responsible for performing management and development of human resources, to perform secretarial administration and household matters. The assistant of human resources and administration manager has functions as follows:

- H. To do staffing and to make proposal of employee formation.
- I. To perform education and training program for employees.
- J. To perform development of employee's career.
- K. To perform employees data updating.

2. Activity of PT PLN (Persero) APJ Surakarta

Working hours of employees of PT PLN (Persero) APJ Surakarta are set as follow:

- a. Monday – Thursday : 07.00 a.m. – 16.00 p.m., including 1 hour break
- b. Friday : 06.30 a.m. – 14.30 p.m., including 1.5 hours break.

c. Saturday : 08.00 a.m. - 12.00 pm

C. Description of the Writer's Activities During the Job Training in PT PLN (Persero) APJ Surakarta

❖ Description of the Job Training

The writer conducted job training at PT PLN (Persero) APJ Surakarta on 2nd until 31st March, 2009 as one of requirements to graduate from English Diploma Program. The writer's working days were from Monday to Friday at 07.00 a.m. until 14.00 p.m. except for Friday from 06.30 a.m. until 13.00 p.m. While conducting the job training, the writer did several activities related to the task of Public Relations Division. The supervisor on the job training was Mr. Soeharmanto as Public Relations of PT PLN (Persero) APJ Surakarta. During the job training the writer was given guidance and explanation about PT PLN (Persero) APJ Surakarta.

❖ Activities on the Job Training

On March, the writer was placed in Marketing Division. During more than one month, the writer obtained many experiences which were very useful in the real work field. The following is the report of the job training activities.

4. First Week Report

The first week was started from March 2nd until 6th 2009. It was the time for the writer to adapt the work situation of PT PLN (Persero) APJ Surakarta. The writer was placed in Marketing Division. In the beginning the writer was given explanation by Mr. Wachyono as

General Manager about PT PLN (Persero) APJ Surakarta. And that time, the writer was invited to know the rooms and the employees. On March 3rd 2009, the writer was given theories about making brochures by Mr. Soeharmanto as Public Relations officer of PT PLN (Persero) APJ Surakarta. He gave opportunity to the writer to use computer and internet there. On March 4th 2009, the writer was invited by Mr. Soeharmanto to broadcast PLN APJ Surakarta Program every once a month on Radio Republik Indonesia (Republic Indonesia Radio). The topic of broadcasting was “PLN Cares the Customer”. After doing the broadcasting, the writer was shown audiovisual aid of economizing electricity in Marketing Division by Mr. Soeharmanto. On March 5th the writer did several activities, such as doing photo copy, making clipping and participating in broadcasting on PAS FM Radio with the topic “How to Enjoy Electricity Comfortably”. On March 6th the writer did activities such as participating in morning exercise, making clipping, and doing photo copy. The routine duties of the writer were doing photo copy and making clipping about PLN articles from five newspapers, such as Jawa Pos, Solo Pos, Suara Merdeka, Kompas, and Joglosemar. On Friday morning the writer had to be participated in morning exercise together with staffs of PT PLN (Persero) APJ Surakarta.

5. Second Week Report

Second week report was started from March 10th until 13th 2009 because Monday, March 9th was a holiday (Maulid Nabi day). On March 10th the writer was participated in broadcasting on Metta – FM Radio with the topic was “Economizing Electricity”. On March 11th until 13, the writer’s duties were making clipping and doing photo copy.

6. Third Week Report

Third week was started from March 16th until 20th 2009. The writer did only activities in PT PLN (Persero) APJ Surakarta, such as making clipping, doing photo copy, sticking pictures on the wall and making brochures. One of the difficult duties was making brochures by herself about “economizing electricity” and had to be submitted on Friday March 20th. Especially on Friday morning the writer had to be participated in morning exercise in the yard of PT PLN (Persero) APJ Surakarta.

7. Fourth Week Report

Fourth week report was started from March 23rd until 27th 2009. On March 23rd the writer did only photo copy and made clipping. On March 24th the writer did activities, such as making clipping, doing photo copy and participating to visit PT PLN (Persero) UPJ Palur and PT PLN (Persero) UPJ Karanganyar. On March 25th the writer did only routine activities. March 26th was a holiday (Nyepi day). On March 27th the writer did several activities, such as participating in morning exercise, doing photo copy, making clipping, participating in the leave-taking party with Mr. Juliarto as Assistant of Marketing Manager who moved to Yogyakarta.

8. Fifth Week Report

Fifth week report consists of two days, started from March 30th until 31st. For two days the writer did routine activities and took pictures with staffs of Marketing Division, took evaluations list and took the data about PT PLN (Persero) APJ Surakarta in Administration Division.

D. The Efforts of Public Relations of PT PLN (Persero) APJ Surakarta To Successfully Execute The Electricity Economizing Program

In this subchapter, the writer tries to describe the efforts of Public Relations Division of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program, they are:

5. The Efforts for External Public

The efforts for external public that have been done by Public Relations Division to successfully execute the electricity economizing program are as follows:

6. Giving knowledge and spreading information by making relationship with mass media:

1) Printed media

In this case Public Relations of PT PLN (Persero) APJ Surakarta uses magazine, newspaper, and tabloid. Public Relations Division is aware that making good relation is very important, including with printed media. Through printed media, the news about the company will spread wider and it can be accessed by community from every social class up to now. It has established cooperation with the newspapers, such as Solopos, Kompas, Jawa Pos, Joglo Semar, and Suara Merdeka.

2) Electronic media

Public Relations Division uses radio, television, and internet. It has good cooperation with Radio Republik Indonesia (Republic Indonesia Radio), Solopos FM, Ria FM, Metta FM, Pas FM, and Jimbaran FM. On March 5th, 2009 Public Relations held broadcasting on Pas FM Radio Station about “How to Enjoy Electricity Comfortably”. It explained about cause of disturbing electricity and saving electricity equipments. Then it also campaigned to persuade society to economize electricity at 17.00 p.m. until 22.00 p.m.

On March 4th Public Relation Division held broadcasting on Radio Republik Indonesia (Republic Indonesia Radio) with the topic “PLN Cares the Customer”. Mr. Soeharmanto as Public Relations officer of PT PLN (Persero) APJ Surakarta explained about how to choose electricity economizing equipment, how to use electricity in accordance with the voltage and how to use electricity safely if flood comes.

On March 10th it held broadcasting on Metta FM Radio Station about “Electricity Economizing Program”. Mr. Soeharmanto explained about PPOB (Payment Point On-line Bank) and campaign of electricity economizing program. He persuaded the society to use electricity economizing light bulb (LHE) because 8 watt of LHE compares with 40 watt of light bulb.

Public Relations of PT PLN (persero) APJ Surakarta has good cooperation not only with radio but also with a local Television in Solo, which is TA TV on interview program.

Nowadays, people use internet to get information they want. PT PLN (Persero) APJ Surakarta also has its own Website in www.pln.com or www.plnjateng.co.id. Through this Website the customers can find the information about this company.

7. Holding Socialization About Electricity Economizing Program

Public Relations of PT PLN (Persero) APJ Surakarta held socialization in schools, government offices, companies and some Unit Pelayanan Jaringan (UPJ). On March 20th, 2009 the Public Relations and General Manager of PT PLN (Persero) APJ Surakarta held socialization about the electricity economizing program in PT PLN (Persero) UPJ Manahan. The purposes of the socialization are:

- e. To encourage the customer to use electricity economically.
- f. To inform society that Penerangan Jalan Umum (PJU) or lighting of the public road has to ask permission from the city government. So it is not illegal.

8. Creating and Using Mr. Bili And Mrs. Bili the Clowns

Using Mr. Bili and Mrs. Bili the Clowns in the society is a program of Public Relations of PT PLN (Persero) APJ Surakarta to persuade the society to use electricity economically. The activities of them are spreading brochures and bringing spandex in crowded places like markets, malls, highways and particular events. They shape like the electricity economizing light bulb (LHE) wearing red, yellow, blue uniform and white hat.

9. Making Printed Materials For Promotion And Publication About Electricity Economizing Program

The printed materials contain persuasions to economize electricity with many ways. They are as follows:

- C. Turning off electricity or using less electricity at 17.00 p.m. until 22.00 p.m.

- D. Using the electricity economizing light bulb (LHE).
 - E. Setting temperature of refrigerator as needed.
 - F. Setting temperature of electric iron in accordance with the kind of material.
 - G. Setting temperature of air conditioner (AC) and cleaning the filter routinely.
 - H. Turning off television, radio, computer, and others if they are not used.
10. Persuading the society to turn off light at 17.00 p.m. until 22.00 p.m.

Public Relations Division gives a good example to follow, such as turning off light of PT PLN (Persero) APJ Surakarta especially at 17.00 p.m. until 22.00 p.m. Therefore people who walk past PT PLN (Persero) APJ Surakarta can be encouraged to do the same.

6. **The Efforts for Internal Public**

The efforts for internal public that have been done by Public Relations of PT PLN (Persero) APJ Surakarta are as follows:

- N. Holding campaign in PT PLN (Persero) APJ Surakarta using brochures that are stacked on the wall, making calendar, using Mr. and Mrs. Bili the clowns. Public Relations makes brochures twice a year. It always makes brochures with different picture, color and size. Every year it makes calendar enclosing photographs about the activities of Public Relations. In particular events, such as morning exercise, electricity day, recreation, and others, Public

Relations uses Mr. and Mrs. Bili the clowns.

- O. Persuading the employees of PT PLN (Persero) APJ Surakarta to use electricity economically, such as turning off computer, lamp and AC (Air Conditioner) if they are not used. Public Relations always gives good examples to follow, such as using stairs every morning and turning off computer if it is not used.

- P. Turning off light of PT PLN (Persero) APJ Surakarta at 17.00 p.m. until 22.00 p.m. everyday. This activity has purpose to make the internal public accustomed to use electricity economically at that time.

CHAPTER IV

CONCLUSION AND SUGGESTION

K. Conclusions

After discussing about the efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program, the writer can draw a conclusion that Public Relations of PT PLN (Persero) APJ Surakarta has done some efforts to successfully execute their program. The efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program are for the external public and for internal public. The efforts for external public are giving knowledge and spreading information by making relationship with mass media, holding socialization about electricity economizing program, creating and using Mr. Bili and Mrs. Bili the clowns, making printed materials for promotion and publication about electricity economizing program, and persuading society to turn off light at 17.00 p.m. until 22.00 p.m. The internal efforts are holding campaign in PT PLN (Persero) APJ Surakarta using brochures, persuading the employees of PT PLN (Persero) APJ Surakarta to use electricity economically, and turning off the light of PT PLN (Persero) APJ Surakarta at 17.00 p.m until 22.00 p.m.

The efforts of Public Relations of PT PLN (Persero) APJ Surakarta to successfully execute the electricity economizing program are good because the efforts are not only for external public but also for internal public. Therefore Public Relations of PT PLN (Persero) APJ Surakarta can persuade both of them to use electricity economically. The efforts of Public Relations of PT PLN (Persero) can well although with less budget and facilities. The

Public Relations Division of PT PLN (Persero) APJ Surakarta tries to do their efforts maximally.

L. Suggestion

The writer has some suggestions for Public Relations Division of PT PLN (Persero) APJ Surakarta. The suggestions of the writer are as follows:

- Q. The Public Relations Division of PT PLN (Persero) APJ Surakarta should increase quality and quantity of the facilities in supporting their activities, such as laptop, digital camera, handy-camera, video shooting tools and radio broadcasting equipment, etc.
- R. The Public Relations Division of PT PLN (Persero) APJ Surakarta should improve the skills of the officers in order to conform to their field, such as journalistic skill and broadcasting skill. It is needed to ease its staffs to perform their duties maximally.
- S. The Public Relations Division of PT PLN (Persero) APJ Surakarta should increase more budget in supporting their activities. Therefore their activities can run well and maximally.

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APPENDICES

BROCHURES

Budayakan menghemat Listrik

Kebutuhan energi listrik meningkat dari tahun ketahun kenyataan ini menyadarkan kita agar bisa mememanfaatkannya secara hemat dan tepat. Dengan demikian berarti kita melakukan penghematan biaya rekening listrik dan ikut menjaga kelangsungan ketersediaan pasokan tenaga listrik bagi generasi yang akan datang.

Kebutuhan energi listrik meningkat dari tahun ke tahun, kenyataan ini menyadarkan kita agar bisa mememanfaatkannya secara hemat dan tepat. Dengan demikian berarti kita melakukan penghematan biaya rekening listrik dan ikut menjaga kelangsungan ketersediaan pasokan tenaga listrik bagi generasi yang akan datang.

Budayakan menghemat Listrik

17.00 - 22.00

Kurangi Penggunaan Listrik pada Pukul :

17.00 - 22.00

TIPS BERHEMAT UNTUK PELANGGAN

PANGKAS LISTRIK

Kurangi Penggunaan Listrik pada Pukul :

17.00 - 22.00

PT PLN (PERSERO) APJ SURABAYA

Dari tahun ke tahun kebutuhan energi listrik terus meningkat seiring dengan perkembangan pembangunan nasional. Penggunaan energi listrik yang hemat dan tepat di lingkungan rumah tangga sebenarnya tidaklah sulit. Kita harus menyadari dan mentaati aturan penggunaan alat-alat listrik yang ta gunakan sehari-hari, caranya engan memperhatikan hal-hal sbagai berikut :

Cara Tepat dan Hemat Menggunakan Alat Bertenaga Listrik

Agar hemat dan tepat dalam menggunakan berbagai peralatan listrik anda, silahkan melaksanakan tips berikut :

TV, Radio dan Tape Recorder

Matikan TV, Radio dan Tape Recorder bila tidak ditonton atau dengarkan.

Mesin Cuci

Gunakan mesin cuci sesuai dengan kapasitas mesin cuci itu sendiri.

- Menggunakan daya listrik sesuai dengan kebutuhan dan kemampuan kita.
- Menggunakan peralatan rumah tangga disesuaikan dengan daya terpasang.
- Membudayakan pada anggota keluarga untuk menghemat listrik dengan cara :
 - Menyalakan alat-alat listrik hanya pada saat diperlukan.
 - Mematikan alat-alat listrik apabila tidak diperlukan lagi.
 - Mempermudah sinar matahari masuk ruangan.
 - Menggunakan peralatan listrik yang hemat energi (watt kecil).

1 Lampu Penerangan

Lampu Pijar 40 watt = LHE 9 watt

- Gunakan lampu hemat energi.
- Matikan bila sudah tidak diperlukan.
- Lengkapi lampu TL dengan kondensor.

3 Lemari Es

- Aturilah suhu udara Sesuai kebutuhan, semakin dingin suhu lemari es freezer semakin banyak energi listrik yang diperlukan.
- Hindari memasukkan makanan / minuman hangat / panas ke dalam lemari es.
- Isi secukupnya, sehingga peredaran udara dingin tidak terhambat.
- Pintu kulkas harus tertutup.

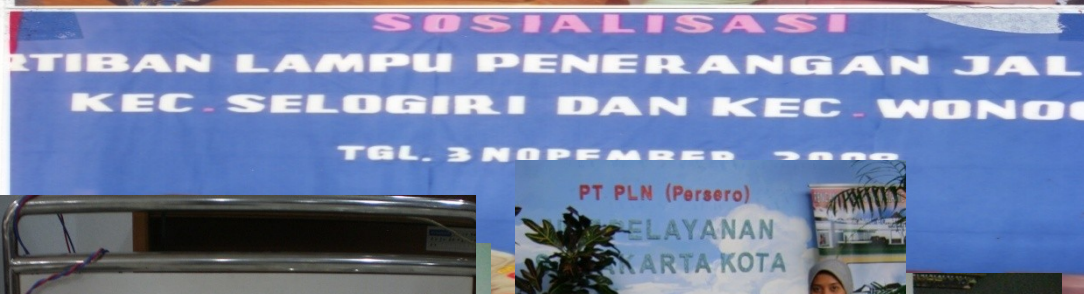
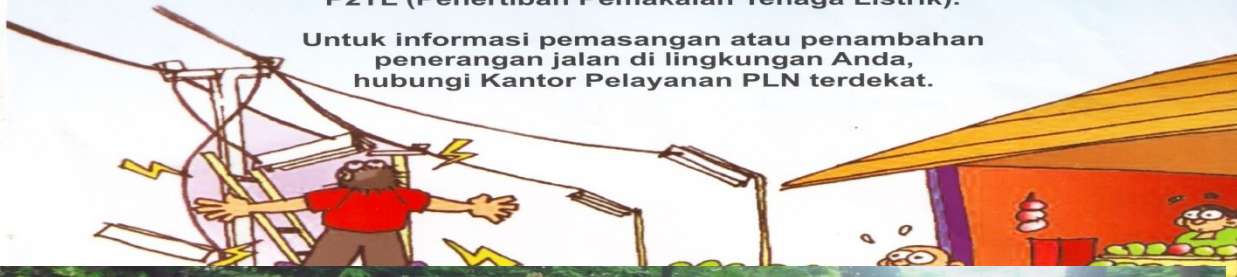
5 Pendingin Ruang (AC)

Seperti lemari es, makin dingin suhu yang dikehendaki maka semakin banyak energi listrik yang dibutuhkan.

HATI-HATI..!!

Bagaimanapun juga, mencantolkan kabel ke jaringan kabel PLN untuk dihubungkan ke rumah ataupun lampu jalan, sangat berbahaya karena dapat mengundang resiko kebakaran dan akan dikenakan sanksi P2TL (Penertiban Pemakaian Tenaga Listrik).

Untuk informasi pemasangan atau penambahan penerangan jalan di lingkungan Anda, hubungi Kantor Pelayanan PLN terdekat.



Hemat Listrik

Tahukah anda Jumlah energy listrik terbatas???

Namun jumlah pemakaian semakin meningkat tajam.....

Solusi yang tepat adalah Mari Menghemat Listrik agar semua orang bisa menikmati listrik secara merata.

Dengan beberapa langkah berikut anda telah membantu sejumlah orang ikut menikmati listrik.

M. TV, Radio dan Komputer serta Radio

Nyalakan seperlunya dan Matikan selebihnya



N. Lemari Es

L. Jangan memasukan makanan/minuman melebihi kapasitas kulkas

M. Jangan membiarkan pintu kulkas terbuka jika tidak sedang digunakan



O. Mesin Cuci

g. Jangan memasukkan pakaian kotor melebihi kapasitas mesin cuci



P. Pompa Air Listrik



- h. Pilihlah pompa air yang menggunakan daya listrik kecil
- i. Gunakan tempat penampungan air

Kenyamanan Listrik

T. Memangkas pohon-pohon yang mengganggu tiang listrik dan kabel listrik agar tidak terjadi hubungan arus pendek

U. Mematikan listrik jika ada banjir dan angin

V. Taruhlah stop kontak diatas

W. Lapor PLN jika ada gangguan



Lampu Hemat Listrik (LHE)



Mau hemat listrik???



8 watt
40
lampu
Ngirit
=
duit

10e =
watt
bolam
listrik
ngirit

Beralihlah ke lampu LHE.....