

THE RELATIONSHIP BETWEEN PUBLIC RELATIONS OF SOLO GRAND MALL AND MASS MEDIA



FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the

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Sebelas Maret University

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MOTTO

"I am a girl who runs this world with my life story.

I have gotten older and you can say wiser

I have seen so many things like never before

My world is changing so fast

The past, present, and here comes the future

Take care of life or else, and it will take care of you"

DEDICATION

I dedicate this final project report to:

- * My beloved Family
- * My friends
- * All people around of me
- * Letters and Fine Arts Faculty
Sebelas Maret University

PREFACE

All of the praises and thanks are to Allah S.W.T, finally I have been able to finish writing this final project report entitled ‘The Relationship between Public Relations of Solo Grand Mall and Mass Media’ well. It is made as a partial requirement in obtaining degree in the English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University. This final project discusses about the relationship between public relations of Solo Grand Mall and mass media.

I would like to express a great expression of thanks to everyone giving their support and motivation during the process accomplishing this report. Therefore, I would like to give thank for English Diploma program and the Management of Solo Grand Mall. Great thanks are expressed to Dyah Ayu Nila Khrisna, S.S, M.Hum, as the final project consultant, for the guidance and help in writing this final project report.

There might be some weaknesses in writing this final project report. Therefore, any critics and advices are appreciated. Hopefully this final project is able to give beneficial information to the readers.

Surakarta, July 2010

The writer

ACKNOWLEDGMENT

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13. My BFF (Best Friend Forever), Cathy, Cinthia, Intan(Juminten), Rustyana (Nene), I’ll be missing you guys. Let’s hang out together again and don’t forget me.

Finally, I want to express my gratitude to all people who have helped me during my study in English Diploma Program.

Surakarta, July 2010

Nanik Sulistyawati

ABSTRACT

Nanik Sulistyawati, 2010, The Relationship between Public Relations of Solo Grand Mall and Mass Media, English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

This final project report is written based on the job training done at Solo Grand Mall within a month. The writer did some jobs with the supervisor of Public Relations of Solo Grand Mall by helping the supervisor to finish her job like written press release, attending events, etc. to gain the information reported in this report. The objectives of this report are: 1) to describe the job description of public relation, 2) to describe the relationship between Public Relations and mass media.

The following job description of Public Relations of Solo Grand Mall are forming and keeping reputation for company, managing company functions, covering information to the public, arranging and distributing press release. The relationship between Public Relations of Solo Grand Mall and mass media such as newspaper, radio, television is realized in special program held in several mass media or press release. Solo Grand Mall has a program called “Gerai Metta bersama Solo Grand Mall” in radio Metta FM Solo as one of the radio partners of Solo Grand Mall. Another program is “PROSPEK” conducted in TATV as one of the television partners of Solo Grand Mall. The programs with the media work well. It can be seen by the raising trust of public to Solo Grand Mall and the rising number of visitor in Solo Grand Mall.

In conclusion, as a big shopping center, Solo Grand Mall should maintain the relationship well, because mass media has many important roles in business world especially to raise public awareness in modern lifestyle necessity.

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THE RELATIONSHIP BETWEEN PUBLIC RELATIONS OF SOLO GRAND MALL AND MASS MEDIA

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ABSTRACT

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In conclusion, as a big shopping center, Solo Grand Mall should maintain the relationship well, because mass media has many important roles in business world especially to raise public awareness in modern lifestyle necessity.

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CHAPTER I

INTRODUCTION

A. Background

Communication is a process of transferring information from people to another, between communicant and communicator. Because of its function, people find it important to fulfill their need of information. In this globalization era, an organization or company has to be more competitive with others. For this reason, an organization or company should have a Public Relation Officer as a mediator to give information to public. In order to communicate with the public, Public Relation Officer uses written words, spoken words, images, audio-visual and the combinations of these communication forms. As Public Relations Officers of organization or company, they have to be able to give good information for external area. The external area covers society, press (media), government, institution, etc. The purpose of giving information to public is to get the trust of public and to create a good image of the organization or company. The information is not only given to the external area (public), but also to internal area, which is the management of the organization or company.

According to Chartered Institute of Public Relations (CIPR) on its official website (2008), Public Relations is the discipline which looks after reputation, with the aim of earning understanding and support and influencing opinion and behavior. It is planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public. In this case, A Public Relations Officer has an important role to create a good reputation for the organization or company.

Nowadays, there are only some companies having Public Relations under top management as an important division. One of the companies is Solo Grand Mall. Solo Grand Mall is the first biggest mall in Solo. It has Public Relations Division under Marketing and Communication (Marcom) Division. The job description of Marketing and Communication Division is organizing Event, Exhibition, and Promoting (E & P) programs. In running the programs, Solo Grand Mall builds relationship with mass media to promote the events. The relationship gives profit to each other. The company could promote their program and the mass media could get news from the program of the company. Thus, the writer is interested in writing final report about Public Relations of Solo Grand Mall, especially about its relationship with mass media.

B. Objectives

Considering the activities done during the job training for one month, the objectives are presented as follows:

1. To describe the job descriptions of Public Relations of Solo Grand Mall.
2. To describe the relationship between Public Relations of Solo Grand Mall and mass media.

C. Benefits

This report is expected to be beneficial for:

1. The Management of Solo Grand Mall

This report is such a way to be considered as a suggestion for a better coordination in the management of Solo Grand Mall. Especially for Public Relations, it can keep good relationship with mass media.

2. The Readers

The writer hopes that this report could be used for the readers to know about the job description of Public Relations of Solo Grand Mall and its relationship with mass media. And it could also be used as a guidance to write their final project.

CHAPTER II

LITERATURE REVIEW

A. The Definition of Public Relations

There are some definitions of Public Relations according to some experts, Seitel states that,

“Public Relations is a distinctive management function which help establish and maintain mutual lines of communication, understanding, acceptance, and cooperation between an organization and its public; involves the management of problems or issues; helps management to keep informed on and responsive to the public opinion; defines emphasiszesteh responsibility of management to serve the public interest helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and use research and sound and ethical communication techniques as its principal tool’s.” (In Soemirat & Ardianto, 2007:9-13)

Martson states that “Public Relations are planned, persuasive communication design to influence significant public”. (In Kriyantono, 2008: 3).

The same definition is expressed by Cutlip.et.al, “Public Relations is the management function which evaluates public attitudes, identifies the policies, and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding.” (in Effendy, 1993:116)

Based on some definitions of Public Relations above, Public Relation Officers should understand their public. Communication becomes important tool to maintain good relationship with its public.

B. The Function of Public Relations

A Public Relations Officer has functioned as public relations if they are capable of doing their jobs and duties well. So, according to Kriyantono (2008:18), the functions of Public Relations are as follows:

1. Maintaining good communication between company and public.
2. Serving public’s interest.
3. Maintaining good morals and manners of the company.

The same opinion is stated by Cutlip and Center that the functions of Public Relations are: (in Kriyantono, 2008:19)

1. To support management activity and reach the organization objective.

2. To create two-way communication by spreading information to public and distribute public's opinion to company.
3. To serve public and give advice to the company leader to public interest.
4. To build the harmonize relationship between company and public.

From the two opinion of the function of Public Relations, we can conclude that communication become the important relation between company and public. Public Relations should know their job so that the company could get public trust by giving good information and service.

C. The Roles of Public Relations

Public Relation is an important part in every organization or company, whether business, government, education, etc. It plays some roles to reach the purpose of the organization or company. And According to Dozier & Broom (in Effendy, 1993:21-23) the roles of Public Relations are:

1. Expert Prescriber

Public Relations officer operating as expert practitioner defines the problem, develop the problem and take full the responsibility for its implementation.

2. Communication Facilitator

The communication facilitator role costs Public Relation Officer as sensitive listener and information brokers. Communication facilitator serves as liaisons, entrepreneurs and mediators between an organization or company and its public.

They maintain two-way communication and facilitator exchange by removing barriers in relationship and by keeping channels of communication open.

3. Problem solving facilitator

When Public Relations Officer assumes the role of problem solving facilitator, they cooperate with other managers to define and solve the problem.

4. Communication Technician

Public Relations Officer provides technical communication services, such as writing releases and features for the media, preparing and editing newsletter for employee, developing website content and handling media contact. They are brought in latter produce the communication and implement the program, also explain the program to employee and to press.

D. The Publics of Public Relations

“Publics are small groups of people who follow one or more particular issue very closely. They are well informed about the issue(s) and also have a very strong opinion on it/them.” (en.wikipedia.org/wiki/Publics). According to Ishak and Leng (1991:87-91), the public are:

1. Shareholders and Financial community

Shareholders and potential shareholders, together with financial institution, financial writers, stockbrokers, and others whose opinion on the financial standing of the company is influential constitute an important public.

2. Employees

The employees of a company are not a homogeneous group. The public has many sub-divisions, each having different interest and needs. Some typical sub-divisions are:

- ❖ Top management including the Board of Directors
- ❖ Middle level executives
- ❖ Supervisory staff at lower levels or first line managers
- ❖ Office workers
- ❖ Factory workers
- ❖ Salespersons

Identification of these groups of employees is very essential for planning and executing the internal Public Relations activities of the company because the communication needs vary from group to group.

3. Customers

Relations with customers depend not only on the quality, price, after sales service and so on but also on the reputation of the company. Public Relations can play a vital part in safeguarding a good reputation or in building up a new image. Customer relations are an integral part of a coordinate Public Relations program.

4. Supplier of goods and services

The suppliers of goods include source of raw materials, components, partly finished goods, packaging materials, energy (fuel), and stationery. And the suppliers of services include professional service (advertising, public relations, legal, accountancy, etc), public service (health, fire fighting, law and order, etc),

education (basic, vocational and post release training), and miscellaneous (research, developmental and advisory boards of government, chambers of commerce, etc.). The maintenance of good relations with this public is important for the smooth functioning of an organization.

5. Distributor

The distributor covers brokers, factories, wholesalers, supermarket, department store, exporter, and so on. Distributor relation is also important aspect of Public Relations where active co-operation between the marketing and Public Relations Department is needed.

6. Community

Community consists of the people who live or work close to the company premises. The company provides employment, stimulates, economic and infrastructural development of the areas and make available goods and services needed by the community. The objective of community relations is to create goodwill and understanding and to build up a favorable ultimate in the community in which the organization can function.

E. The Media of Public Relations

In this globalization era, media has reached every place and home. It can be printed media or electronic media and it provides the public with some information. To present information through media, Public Relations must understand the role and access of those who control the news. They also need to understand that media are

concentrated by their mechanical requirement, values, rules, and the necessity of delivering news to the public.

Media that can be used by communicator according to Oemi Abdurrachman (1984: 99-105) are:

1. Printed Word

a. Magazine

The content of the magazine is appropriate with the interest and the pleasure of the reader. It is based on the proper of the content for the reader, for example is about the company or organization itself.

b. Booklets and Pamphlets

The purpose of booklets and pamphlets are in order to use as standard about the rules of the organization or company itself. And it can give motivation for the reader to create a team spirit.

c. Guidelines

The content is about information of activity plans in each division. It also gives information for the people who have an interest with the company or organization.

d. Institutional booklets

It is more in expressing ideas than about service, such as education, social activity, etc.

e. Letters and Bulletin

The letters are used to communicate with current public directly, such as employer, the member of fund raising committee. And the content of bulletin is about meeting report, the prosperity of employer, etc.

- f. Announcement board, Poster, and Advertisement board

The content is about daily event.

- g. Advertisement

Advertisement can help company on popularizing its product. It also can help public on fulfilling their needs from reading the advertisement.

2. Spoken Word

- a. The Grapevine

The grapevine is not formal media, but the communication content can spread everywhere. The delivery characteristic by grapevine is more exciting than truth. However, the lack of grapevine is that the news is more extent so the content is more subjective too.

- b. The Image

It includes film and slides. The advantages of this media are:

- It has combination that gives advantage for public; public has enthusiasm with it.
- It can attract special attention of public while the film is played.
- It can give distinctive meaning.
- It is impressive.

- c. Television

This media can be used to educate, inform, and entertain.

d. Exhibition

On making exhibition, committee must give more attention for public satisfaction, so the message of the exhibition is reached and got motivation from public.

e. Open house

The purpose of open house is to introduce and popularize an event or result to the public so that the company gets good impression from them. Public is expected to be interested to work or learn the company.

f. Theatrical troupe, Puppet (traditional communication)

From this media, it can express a message to public about society condition in humorist, critical, and allusion manner.

g. Press

Company can give the trust about something that can be announced to press and something that can damage public interest.

F. The Definition of Mall

Everybody knows about mall currently. Mall is a big place as shopping center. A mall is a building, but sometimes mall is set of buildings with a number of small stand or platform. Mall is completed corridor to walk the visitors to see various shopping place in the big building. Various products are sold in this place, such as food, drink, cloth, daily need, etc. So, only in one place customer can shop the things that are needed. The shopping malls also give some facilities, for example toilet, parking area, etc.

Nadine states that “Mall is a path for the pedestrian who is completed with some retail shops and connected with the managements of activity”. (In Dewi, 2004:11).

And according to Andyono (2006:19) mall is “shopping center or mall is used to identify a building or a set of buildings in one location which is contains various dependent vendors or many independent stores with variety brand. They are all connected by walk ways that might be closed or opened to facilitate mall’s visitors the convenience of getting to one store from another safely and easily.”

From the opinion about mall, it can be concluded that mall is a big place with variety brand and independent stores with connecting walkways that is enable for visitors to easily walk from store to store.

CHAPTER III

DISCUSSION

A. General Description of Solo Grand Mall

A.1. The History of Solo Grand Mall

Solo is a city with strong traditional cultures. Kasunanan and Mangkunegaran Palace are some of the culture sources which become life style of society until today. Beside the culture values, Solo is also famous as business and trade city since palace era conquered the land.

Nowadays, Solo has various new kinds of labor beside market and batik, such as culinary, entertainment, fashion, etc. Solo Grand Mall is the pioneer of big mall in Solo.

It was operated since December 4th, 2004 as trade center of Solo. With *'one stop family entertainment and recreation'* concept, Solo Grand Mall gives services, facilities and family entertainment for its customer. Solo Grand Mall supplies many kinds of daily needs with a lot of variations. Solo Grand Mall offers efficiency in cost and time for the customer, so they do not need to move to another location.

Solo Grand Mall is located in strategic area; it is Jl. Slamet Riyadi No. 273 Solo, where Jl. Slamet Riyadi (Slamet Riyadi Street) is the main way of Solo City. This main way becomes commercial area as central business which has highest economic value compared to the other area in Solo. In this area, there is a lot of business that might be able to make cooperation with, such as: Hotel, Restaurant, Office, etc.

Solo Grand Mall is managed by PT. Bandung Inti Graha that is the experienced management on developing property, trade center, entertainment center, and sport center. Solo Grand Mall is a "trade center" building with Mall concept where is built on the area about 12,080 m². This trade center consists of seven floors with the total area more or less 63.000 m² and it has about 517 small stand or platform. And the seven floors are:

1. Basement

It consists of parking area and Hypermart as a big shopping place for customer daily need, such as food, electronic, cloth, etc.

2. Ground floor

In ground floor, here is the Atrium and some other big tenants such as Matahari Department Store and Bread Talk. Atrium is the best place to hold events and exhibitions because it has strategic area in the middle of mall.

3. First floor

First floor is dominant for fashions and accessories shops, such as Matahari Department Store, Metta, Unirise, Naughty Accessories, etc. For the customer beauty treatment, there is Johnny Andrean Salon and My Salon.

4. Second Floor

This floor consists of Karisma Book Store, Amazone game center, fashion such as 3Second, Yongki Komaladi, Number 61; and accessories stands.

5. Third floor

The third floor consists of two sub area; they are third floor and third floor mezzanine. Third floor consists of game center (Timezone & Fantasy Kingdom), Beauty school (Rudi Hadisuwarno School), CD and Cassette (Indo Music), Resto (Hayam Wuruk Resto, CFC, Es Teler 77, etc), Food court (Mie Horizon, Nasi Kabuli, Moen-Moen Steak, etc), and Gadget center, while the mezzanine is the smoking area.

6. Fourth floor

It has similarity with the third floor. It is divided into two floors, fourth floor and fourth floor A. Fourth floor consists of the entertainment and family recreation, such as Solo Billiard Center, Grand 21 then fourth floor A is the management office of Solo Grand Mall.

7. Parking Area

On the top floor of Solo Grand Mall, it is the big parking area for car. This parking area is on the fifth floor.

A.2. Vision and Mission of Solo Grand Mall

Solo Grand Mall becomes the best business center and family entertainment in Surakarta (Solo) and its surrounding that are able to give positive contribution for local and national economy.

A.3. Mission of Solo Grand Mall

Solo Grand Mall has two missions on producing the business, they are:

- a. Creating long period relationship and giving profitable relation among the owner, employees, customers and also suppliers as strategic partner .
- b. Being an innovative continuously aspirator in its field managed by the best / the most qualified human resources oriented to the customers satisfaction through the products and the services which has highest quality and dicipline.

A.4. Motto of Solo Grand Mall

Come to Solo with the high occupancy grade, Solo Grand Mall has nice motto to support the productivity of working, “Completing Your Life”. Also tagline “Ayo ke mall.....Solo Grand Mall!” (Let’s go to the mall...Solo Grand Mall). It is expected to the publics or visitors will choose Solo Grand Mall as the one destination to go shopping.

B. Activities during Job Training

B.1. The Writer Activities

The writer conducted the job training at Solo Grand Mall on 1st April until 1st May, 2010 to fulfill the requirements to graduate from English Diploma Program. While conducting the job training, the writer did several activities related to the tasks Public Relations Division since she works as assistant staff. The writer’s working hours

in Public Relations Division were Monday to Friday at 9 a.m. until 5 p.m. and Saturday 9 a.m. until 3 p.m. When the writer did the job training, the writer was guided by Public Relations Officer itself.

The activities of the writer during a month are:

a. Clipping News about Solo Grand Mall

Public Relations Officer is always closed with mass media. Every day doing the job training, the writer read some local and national newspaper to gain more information. Besides that, the writer also collected news about Solo Grand Mall and its competitor. In the end of the month, it would be compared and would be reported on meeting in the early next month.

b. Making News Release

For a month during the job training, the writer wrote some news releases of Solo Grand Mall events. Before the news releases are sent into the press, it has to be approved by the manager. If there is any mistake the news release, the writer would repaired it. After that, it could be sent into the press.

c. Attending the Events of Solo Grand Mall

There are some events that were held during April when the writer did the job training. There are: “Jazzy Easter Expression” at April 4th, 2010, located in food court; “Gebyar Undian 1Milyar” at April 23th-25th, 2010, with special performance by Petra Sihombing and Sigit Wardana; “Best Performance”, at April 24th, 2010, it is the best performance award for Solo Grand Mall Management.

d. Gathering with mass media

As a big company, Solo Grand Mall has relationship with some mass media, such as newspaper (Solopos, Joglo Semar, Radar Solo, Sindo, etc), radio (Metta FM) and television station (TATV). Some times, Solo Grand Mall invited its media partner to have gathering at mall.

e. Being an Operator Telephone in Front Office of Solo Grand Mall

It is an internal communication tool inside the management. As an operator telephone, the writer received the calls from inside or outside the mall and then transferred the call appropriate to the caller request.

C. Discussion

C.1. Public Relation Division of Solo Grand Mall

One of Public Relations jobs is to develop a good communication to create public opinion. Public relations (PR) is about managing reputation. Public Relation Division has aim to gain understanding and support for public as well as to influence opinion and behaviour. Public Relation officers of Solo Grand Mall use all forms of media and communication to build, maintain and manage the reputation of organisations ranging from public bodies or services to businesses and voluntary organisations. They communicate key messages, often using endorsements, to define target public in order to establish and maintain goodwill and understanding between an organisation and its public. Public Relation officers monitor publicity and conduct research to find out the concerns and expectations of an organisation's stakeholders. They then report and explain the findings to its management.

They have to be able to communicate well directly and indirectly and being a medium for communication among the management and giving the information about Solo Grand Mall effectively so the public can give their nice opinion to the management itself. Management of Solo Grand Mall always try to give good services for public pleasure. By Public Relation Division as mediator between company and its public, Pubic Relation always understand public interest.

C.2. The Job Description of Public Relations of Solo Grand Mall

There are some job descriptions of public relation officer of Solo Grand Mall:

a. Forming and keeping reputation for company

The main job of a public relation officer is to develop and maintain the reputation of the company. It is the responsibility of the public relation officer of Solo Grand Mall to promote the products or services of the establishment a public relation officer works in. Public relation officer of Solo Grand Mall does this by organizing press conferences, exhibitions, and publishing articles in the mass media. When a company has to launch a new tenant or event, it is the job of the public relation officer to make arrangements to promote it. Public relation officer has to plan promotional strategies, keep the target audience in mind. That is one way of public relation to form and keep reputation.

b. Managing company functions

Another job description of public relations division of Solo Grand Mall is to manage company functions, such as facing media, community, and customer. A public relations officer not only serves to "tell the history" of company, but

he/she also claimed to understand the behavior and attention to customers, employees and other groups are also part of the job description. To improve communications, a public relation officer also establishes and maintains cooperative relationships with communities, customers, employees and public interest groups, as well as with print and broadcast media.

c. Conveying information to the public

As a public relations officer, conveying information about the company to the public is very important. A public relation officer should know whether the information it is good or not to be consumed by public. Public relation division of Solo Grand Mall uses mass media to deliver information about Solo Grand Mall to its public.

d. Arranging and distributing press release

Arranging a press release is the important responsibility to do the public relations, because the public can know the activities of Solo Grand Mall by reading the press release. And the steps to make a press release are by typing, editing and print. Then, press release which has been printed out sent to the local newspaper.

C.3. The Relationship between Public Relations of Solo Grand Mall and Mass Media

Nowdays, profession as a public relation officer is important in society and modern business activity. Many companies use public relation division in their

company to get positive and arrogant public endorsement. With competitive condition like nowadays, public relation division always attempts to be able to compete and develop. In public relations activity, a public relation officer needs to work hard by searching and giving information to public, in order that the company will grow-up as the public trust and endorsement to the company raise.

One of public relation activities to get public trust and endorsement is by media relation/press relation. Media relation builds good relation with the press who manage print media (newspaper/magazine) and electronic media (TV/radio). According to Frank Jefkins about the definition of press relation, that "the role of press relations is to achieve maximum publication or broadcasting of PR information in order to create knowledge and understanding" (in Soemirat & Ardianto, 2007:122). There is a relationship made by Public Relation of Solo Grand Mall with some mass media, such as:

❖ Newspaper

The Public Relations of Solo Grand Mall has made so many efforts to present information to the public because all of the management activities on making their events always get the attention of society and press. One of the media relation of Solo Grand Mall is realized by relationship with newspaper. Solo Grand Mall has some newspaper partner, such as Solopos, Joglo Semar, Jawa Pos & Radar Solo, Koran Sindo, etc. The relationship between the public relation and mass media can be implemented in a press release to the newspaper. By the press release, it is expected that visitors and tenants can increase because the reading of the press release . Another way, the management of Solo Grand

Mall and its Public Relations make time for visiting newspaper office. It is hoped to strengthen the working relationship that has existed until now. The following is one of examples of press release:

Solo Grand Mall Gelar Paskah Anak

Paskah merupakan salah satu moment penting bagi umat Nasrani dalam menyambut kemenangan dan kebangkitan Yesus Kristus, yang di identikan dengan perlombaan dan permainan telur. Dalam hal ini Solo Grand Mall kembali menggelar acara Paskah yang akan diadakan pada hari Minggu, tanggal 4 April 2010 dimulai dari pukul 12.00WIB hingga pukul 15.00WIB. Acara Paskah yang mengangkat tema “Jazzy Easter Expressions” merupakan event yang dikemas untuk memperingati Paskah sekaligus sebagai wadah untuk menuangkan ekspresi dan kreativitas, yaitu dalam bentuk lukisan dan gravity yang dimeriahkan alunan live music jazz, sehingga acara akan memberikan kesan meriah, mewah dan elegan. Paskah ini juga akan menampilkan kreatifitas anak dengan berbagai pertunjukan lomba lukis, otak tengah yaitu pertunjukan kemampuan bawah sadar, music konser, dance, choire anak, cerita alkitab dan panggung boneka. Untuk itu hadiri dan meriahkan acara Paskah anak di Solo Grand Mall dilantai 2, seru acaranya dan pasti mendapatkan berkat.

❖ Radio

Solo Grand Mall also has another media partner as their media relation. Radio becomes the other choice partner to publicize Solo Grand Mall. There are some local radio stations that have relationship with Solo Grand Mall, they are El-Shadday FM, Ria FM, and Metta FM. One example of the relation is that Solo Grand Mall has special program in Metta FM called “Gerai Metta bersama Solo Grand Mall”. This program is held every two weeks once on Wednesday from 1 p.m until 2 p.m. This program talks about the programs of Solo Grand Mall for a month. This relationship is effective with the implementation the program until now.

❖ Television

Solo Grand Mall also has another electronic media partner, that is television. TATV is one of local television station that has relation with Solo Grand Mall. It is not different from radio, Solo Grand Mall also has a special program in TATV. This program called “Prospek”. This program is presented once a month, on second week, at 7.30 p.m. “Prospek” discusses about the profit of investment in Solo Grand Mall. It also talks about the program of Solo Grand Mall for a month. The relationship is not only that, to give feedback for TATV, Solo Grand Mall give space for TATV. In here, management permit TATV to contract a space as their broadcasting space.

Solo Grand Mall is one of many companies that connected to the mass media. Media relation is important for Solo Grand Mall as a big shopping center. Mass media can deliver information about Solo Grand Mall, such as its service, product, program. By giving information to mass media, the relationship can stay awake. It is not only that, the management also make press gathering with mass media so it can get closer from one to another.

CHAPTER IV

CONCLUSION AND SUGGESSTION

A. Conclusion

Solo Grand Mall is the first big mall in Solo as a shopping center, located in Jl. Slamet Riyadi (Slamet Riyadi Street) as the main way of Solo City. It becomes the pionner for another shopping center like nowadays. The writer did the job training as a public relations officer of Solo Grand Mall for a month.

Based on explanation in the previous chapter, the writer concludes as follows:

1. There are some job description of public relation at Solo Grand Mall:
 - a. Forming and keeping reputation for company
Public relation officer should to be more active to form and keep the reputation of Solo Grand Mall.
 - b. Managing company functions
Good communication is needed for public relation officer of Solo Grand Mall to communicate with public, such as customer, media, etc.
 - c. Conveying information to the public
Public relation officer should give the real information to its public. But public relation officer have to know the information that given to the public.
 - d. Arranging and distributing press release
Arranging press release and then delivering to media especially for newspaper is the responsibility of public relation officer.
2. The relationship between public relation of Solo Grand Mall and mass media

A public relations officer plays an important role in communicating the company policy. In this effort a public relation officer may use all forms of media and communications. Public relation officer researches, writes press releases and makes sure that he/she reaches the target public. The following is the relationship between public relations of Solo Grand Mall and its media partner:

a. Newspaper

Newspaper is printed media. Press release or news letter could become a media to keep the relationship. Visiting of newspaper office also becomes another way to strengthen the relationship.

b. Radio

Solo Grand Mall also has cooperation with radio station to expand the company information to its public. “Gerai Metta bersama Solo Grand Mall” is a form of the relationship with Metta FM Radio.

c. Television

Special talkshow is presented in a local television station. “Prospek” is Solo Grand Mall talkshow program in TATV.

The effectiveness of the relationship also could be kept with good communication between the management and mass media.

B. Suggestion

After having job training for a month at Solo Grand Mall, the writer would like to give some suggestions to the public relation division and the management of Solo Grand Mall, the suggestions is:

1. Public Relation Division of Solo Grand Mall

Public relation division has to increase the relationship with mass media. Public relation officer should be fair to the mass media about company information. The officer always invites mass media on company events to keep their relation.

2. The Management of Solo Grand Mall

The management should recruit more personnels to become a partner of Public Relation Division in doing the job, so it can be done better. And work job as a team is better than work alone because everything is looked transparent.

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