

CHAPTER I

INTRODUCTION

A. Background

Indonesian government has many programs to improve human life quality and public service. One of them is issuing an Electronic Identity Card or in Indonesian known as *Kartu Tanda Penduduk Elektronik (E-KTP)*. Electronic Identity Card is identity card based on NIKN (National Occupation Prime Number) which can be used nationally. Electronic Identity Card is a card which has special security system and is accepted as a legal personal identity. It is used to replace the old identity card which use breakable material and out of date. The new identity card is more modern and sophisticated than the old identity card.

The government needs socialization process to inform this new program to the public. Public Relations Division has the responsibility to campaign this new program to the public. Public Relations Division needs good socialization to spread information about the program to the public so it can be well accepted by the public.

Sukoharjo is one of the districts in Central Java which is running the Electronic Identity Card program. The Public Relations of Sukoharjo Local Government have many efforts to socialize the Electronic Identity Card, for example, Public Relations of Sukoharjo Local Government held a socialization event namely “*Sukoharjo Program Year 2012 Socialization*”. Sukoharjo Local Government used this event to

inform the public about the program of Sukoharjo in 2012 including the appliance of Electronic Identity Card. In this socialization of Electronic Identity Card, Public Relations Division of Sukoharjo Local Government cooperated with Demography and Civil Registration Division. Public Relations Division of Sukoharjo Local Government also used printed media to inform Electronic Identity Card, such as making billboards and banners which are placed in every sub-district and public place in Sukoharjo. Public Relations Division of Sukoharjo Local Government also created press-release and cooperated with some journalists from local newspapers and national newspapers with the result that Electronic Identity Card can be informed to the public.

Considering the phenomenon above, I was interested in describing the existing condition of Electronic Identity Card socialization carried out by Public Relations Division of Sukoharjo Local Government. I attempt to describe the ways that were used by Public Relations Division of Sukoharjo Local Government to socialize the Electronic Identity Card program. From that reasons I decided to make the final project report entitled **Electronic Identity Card Socialization of Public Relations Division of Sukoharjo Local Government.**

B. Objectives

This final project report has two objectives:

1. To describe the existing condition of Electronic Identity Card socialization carried out by Public Relations of Sukoharjo Local Government.
2. To propose improvement of communication channels in socializing Electronic Identity Card socialization in Sukoharjo.

C. Benefits

I expect this final project report can give some benefits to the following parties:

1. The Public Relations Division of Sukoharjo Local Government

This final project can be used as an evaluation and reference in communicating with the public.

2. The Writer

This final project is the result of job training done by the writer Public Relations Officer in Public Relations Division of Sukoharjo Local Government.

It can be used as a working experience and reference for me to work in the future.

3. The readers

This final Project can be used as additional information and reference for the readers who interest in learning about communication channel in government field.