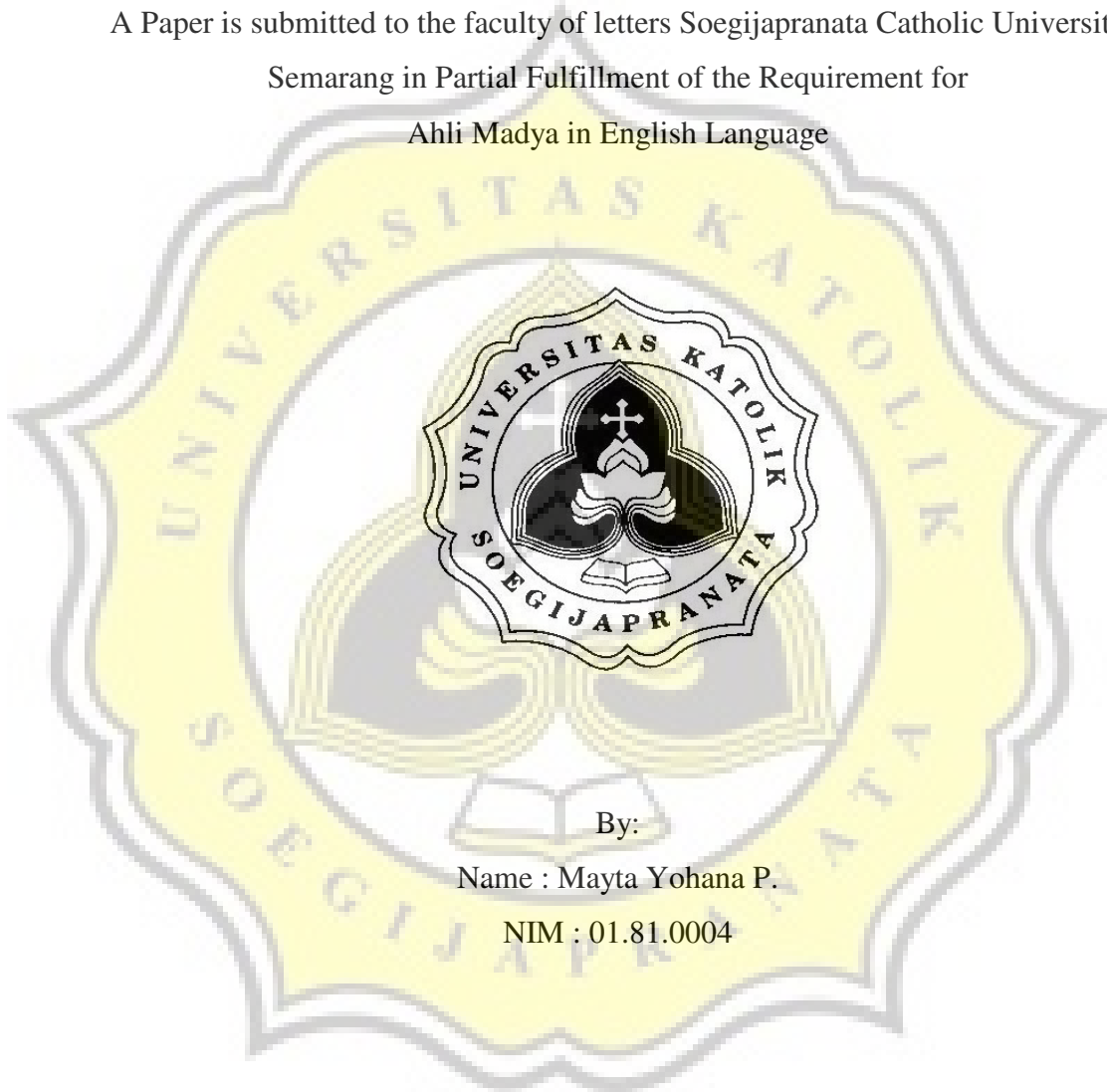


**THE PLANNING AND IMPLEMENTATION OF *OFF AIR*: A PUBLIC
RELATIONS PROGRAM IN CREATING A COMPANY'S POSITIVE
IMAGE AT "SUARA SEMARANG" RADIO STATION**

FINAL PAPER

A Paper is submitted to the faculty of letters Soegijapranata Catholic University
Semarang in Partial Fulfillment of the Requirement for
Ahli Madya in English Language



By:

Name : Mayta Yohana P.

NIM : 01.81.0004

**DIPLOMA III PROGRAM
IN ENGLISH LANGUAGE FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

2005

FINAL PAPER APPROVAL

NAMA : Mayta Yohana P.
NIM : 01.81.0004
JUDUL LAPORAN : THE PLANNING AND IMPLEMENTATION OF *OFF AIR*: A PUBLIC RELATIONS PROGRAM IN CREATING A COMPANY'S POSITIVE IMAGE AT "SUARA SEMARANG" RADIO STATION

Has finished her final paper and is approved to be presented in the final examination.

Semarang, 25 February 2005

Approved,

Drs. Surasmin K. Prawira Msi
Content Supervisor

Emilia Ninik Adyawati,SP
Language Supervisor

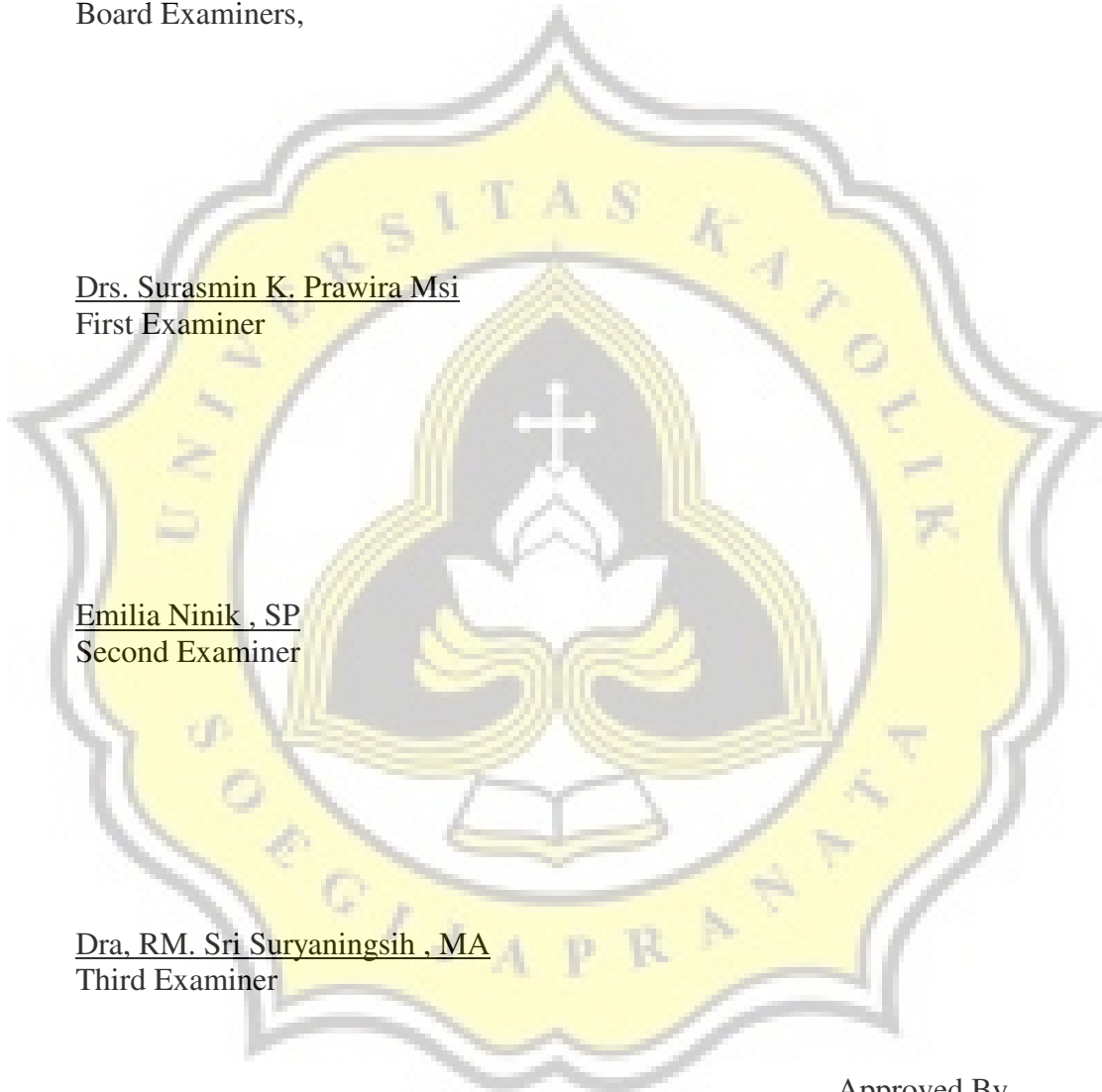
The paper was presented in the front of the Board of Examiners at the Faculty of Letters, Soegijapranata Catholic University Semarang on February 25, 2005

Board Examiners,

Drs. Surasmin K. Prawira Msi
First Examiner

Emilia Ninik , SP
Second Examiner

Dra. RM. Sri Suryaningsih , MA
Third Examiner



Approved By,
Dean

Dra. Cecilia Titiek Murniati, MA

ACKNOWLEDGEMENT

Thanks God, you always guide, bless and help the writer, so the writer could finish her work experience report entitled

The writer would like to express her gratitude to the following people who always support and help her complete this report :

1. Dra. Cecilia Titiek Murniarti, The Dean of Letters Soegijapranata Catholic University.
2. Emilia Ninik Adyawati, SP, The Work Experience Advisor.
3. Drs. Surasmin K. Prawira Bc T, M.Si, the content advisor for his time and guidance the writer in finishing the report.
4. Dra. RM. Sri Suryaningsih, MA and all the lectures of Faculty of Letters Soegijapranata Catholic University.
5. My parent, my brother, my friends, for their support and prayers.
6. All staffs at “Suara Semarang” radio station who help me finish this report.

The writer realizes that there are still many weaknesses in writing this report , so criticism and suggestion would be appreciated. The writer hopes this report will be useful for everyone who reads it.

Semarang,

Mayta Yohana P

TABLE OF CONTENTS

TITLE	ii
FINAL PAPER APPROVAL	iii
APPROVAL	iv
ACKNOWLEDGMENT.....	v
TABLE OF CONTENTS.....	vi
LIST OF TABLE	viii
LIST OF FIGURES.....	ix
LIST OF APPENDICES.....	x
CHAPTER I INTRODUCTION	1
1.1 Background of Choosing the Subject	1
1.2 The Objectives of The Study	3
1.3 The Scope of The Study.....	3
1.4 Review of Literature	4
1.5 Methods of Data Collecting and Data Analysis.....	10
1.6 The Outline of The Final Paper	11
CHAPTER II COMPANY’S PROFILE OF ” SUARA SEMARANG” RADIO	
STATION	13
2.1 The Story of Establishing “ Suara Semarang:”	
Radio Station	13
2.2 The Structure of Organization	13
2.3 The Job Description.....	15
2.4 The Company Status and Information Networking	17

CHAPTER III DISCUSSION

THE PLANNING AND IMPLEMENTATION OF *OFF AIR* : A
PUBLIC RELATIONS PROGRAM IN CREATING A
COMPANY'S POSITIVE IMAGE AT SUARA SEMARANG

RADIO STATION.....	18
3.1 The Planning of <i>off air</i> : a PR Program	20
3.2 Implementation of <i>off air</i>	22
3.3 The Planning and implementation of <i>off air</i> : a PR Program in Creating a Company's Positive Image	27
CHAPTER IV CLOSING.....	29
4.1 Conclusion	29
4.2 Suggestion.....	30
BIBLIOGRAPHY	
APPENDICES	

LIST OF TABLE

3.1 Table of the steps in planning of <i>off air</i> activity.....	20
--	----



LIST OF FIGURE

- 2.2. The Structure of Organization of Suara Semarang Radio Station 13



LIST OF APPENDICES

Appendix 1 Interview Guide

Appendix 2 Work Experience Planning Form

Appendix 3 Proposal Letter

Appendix 4 Proposal of Planning of *Off Air* Activity

Appendix 5 The Result of *Off Air* Activity

Appendix 6 The Clipping of Publication of *Off Air* Activity

Appendix 7 The Clipping of Documentation of *Off Air* Activity

Appendix 8 The Map of Broadcast Coverage Area

Appendix 9 The Listener data at Suara Semarang Radio Station.

