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

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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
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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.

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Mayta Yohana P
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>........................................................................................................</th>
<th>ii</th>
</tr>
</thead>
<tbody>
<tr>
<td>FINAL PAPER APPROVAL</td>
<td>........................................................................................................</td>
<td>iii</td>
</tr>
<tr>
<td>APPROVAL</td>
<td>........................................................................................................</td>
<td>iv</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>........................................................................................................</td>
<td>v</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>........................................................................................................</td>
<td>vi</td>
</tr>
<tr>
<td>LIST OF TABLE</td>
<td>........................................................................................................</td>
<td>vii</td>
</tr>
<tr>
<td>LIST OF FIGURES</td>
<td>........................................................................................................</td>
<td>viii</td>
</tr>
<tr>
<td>LIST OF APPENDICES</td>
<td>.......................................................................................................</td>
<td>ix</td>
</tr>
<tr>
<td>CHAPTER I</td>
<td>INTRODUCTION ........................................................................................................</td>
<td>1</td>
</tr>
<tr>
<td>1.1</td>
<td>Background of Choosing the Subject ..................................................</td>
<td>1</td>
</tr>
<tr>
<td>1.2</td>
<td>The Objectives of The Study ........................................................................</td>
<td>3</td>
</tr>
<tr>
<td>1.3</td>
<td>The Scope of The Study .............................................................................</td>
<td>3</td>
</tr>
<tr>
<td>1.4</td>
<td>Review of Literature ..................................................................................</td>
<td>4</td>
</tr>
<tr>
<td>1.5</td>
<td>Methods of Data Collecting and Data Analysis ........................................</td>
<td>10</td>
</tr>
<tr>
<td>1.6</td>
<td>The Outline of The Final Paper ..................................................................</td>
<td>11</td>
</tr>
<tr>
<td>CHAPTER II</td>
<td>COMPANY’S PROFILE OF “SUARA SEMARANG” RADIO STATION</td>
<td>........................................................................................................</td>
</tr>
<tr>
<td>2.1</td>
<td>The Story of Establishing “Suara Semarang:” ........................................</td>
<td>13</td>
</tr>
<tr>
<td>2.2</td>
<td>The Structure of Organization ....................................................................</td>
<td>13</td>
</tr>
<tr>
<td>2.3</td>
<td>The Job Description ..................................................................................</td>
<td>15</td>
</tr>
<tr>
<td>2.4</td>
<td>The Company Status and Information Networking ......................................</td>
<td>17</td>
</tr>
</tbody>
</table>
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 off air: a PR Program .................. 20
3.2 Implementation of off air ........................................... 22
3.3 The Planning and implementation of off air: 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 *off air* 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.