AN ANALYSIS OF PUBLIC RELATIONS ACTIVITIES AT MELODI MUSIC SCHOOL

FINAL PAPER

By
Marcellianus Dwija Sindhubrata
02.81.0022

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

2006
AN ANALYSIS OF PUBLIC RELATIONS ACTIVITIES AT MELODI MUSIC SCHOOL

FINAL PAPER

A paper submitted to the Faculty of Letters Soegijapranata Catholic University Semarang in Partial Fulfillment of the Requirements for Ahli Madya in English Language

By
Marcellianus Dwija Sindhubrata
02.81.0022

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

2006
Name : Marcellianus Dwija Sindhubrata

NIM : 02.81.0022

Title : An Analysis of Public Relations Activities at Melodi Music School

Had finished his final paper and is approved to be presented in the final examination.

Semarang, 27 January 2006

Approved by

Emilia Ninik Aydawati, SP., MHum

Content Supervisor

GM. Adhyanggono, SS., MA

Language Supervisor
The paper was presented in front of the Board of Examiners at the Faculty of Letters, Soegijapranata Catholic University Semarang.

Board of Examiners,

Angelika Rivandari, SS., MA
First Examiners

Emilia Ninik Aydawati, SP., M Hum
Second Examiners

GM Adhyanggono, SS., MA
Third Examiners

Approved by
Dean,

Heny Hartono, SS., MPd
ACKNOWLEDGEMENT

Praise the Lord whose mercy and guidance are always to the writer, so that he could finish his final paper entitled “An Analysis of Public Relations Activities at Melodi Music School”. It is written as a partial fulfillment of Ahli Madya degree in the Faculty of Letters, Soegijapranata Catholic University, Semarang.

The writer would like to express his sincere gratitude and thanks to many people who had given their worthy time and ideas to support him in completing his final paper:

1. My parents who never stop of giving love, prayer, and support every day
2. Mrs. Heny Hartono, SS., MPd as the Dean of Faculty of Letters
3. Mrs. Emilia Ninik as the content supervisor of this final paper
4. Mr. Adhyanggono as the language supervisor of this final paper
5. Mrs. Angelika as the examiner of this final paper
6. All my friends that I can not mention in this final paper, the writer would like to thank you so much.

Last but not least, the writer realizes that this final paper is not complete and is still far from perfect. Therefore, any critics are welcomed. The writer hopes that this final paper would be useful for every reader, especially all the students in the Faculty of Letters Soegijapranata Catholic University Semarang.

Semarang, January 2006

The writer
TABLE OF CONTENT

COVER .................................................................................................................................................. i
TITLE .................................................................................................................................................. ii
FINAL PAPER APPROVAL ................................................................................................................ iii
ACKNOWLEDGEMENT ....................................................................................................................... v
TABLE OF CONTENT ....................................................................................................................... vi
LIST OF FIGURE .............................................................................................................................. viii

CHAPTER I  INTRODUCTION ........................................................................................................... 1
  1.1. Background .............................................................................................................................. 1
  1.2. Objectives of the Study ........................................................................................................... 2
  1.3. Scope of the Study .................................................................................................................... 3
  1.4. Review of Literature .............................................................................................................. 3
    1.4.1. Definition of Public Relations ......................................................................................... 3
    1.4.2. Image ............................................................................................................................... 6
    1.4.3. Publics of Public Relations .............................................................................................. 9
    1.4.4. Media of Public Relations .............................................................................................. 10
    1.4.5. Communication .............................................................................................................. 16
  1.5. Methods of Data Collection .................................................................................................. 21
    1.5.1. Location ........................................................................................................................... 21
    1.5.2. Methods of Data Collections .......................................................................................... 21
    1.5.3. Methods of Data Analysis .............................................................................................. 22
1.6. Outline of the Final Paper .................................................. 22

CHAPTER II  COMPANY PROFILE ......................................................... 23

2.1. A Brief History of Melodi Music School ................................. 23
2.2. Objective of Melodi Music School ........................................... 24
2.3. Vision and Mission ................................................................. 24
2.4. Branches ................................................................................. 24
2.5. Structure of Organization ....................................................... 25

CHAPTER III  DISCUSSION ................................................................. 27

3.1. Building the Positive Corporate Image ...................................... 29
3.2. Defining the Publics ................................................................. 30
3.3. Selecting the Media ................................................................. 31
  3.3.1. Internal Media ................................................................. 31
  3.3.2. External Media ................................................................. 32
3.4. Establishing the Communication .............................................. 34
  3.4.1. Internal Communication .................................................. 35
  3.4.2. External Communication ................................................ 36

CHAPTER IV  CLOSING ..................................................................... 39

4.1. Conclusion ............................................................................... 39
4.2. Suggestion ............................................................................. 41

BIBLIOGRAPHY ............................................................................. 42
APPENDICES .................................................................................. 43
LIST OF FIGURE

Figure 1.1. The Communication Model .......................................................... 17

Figure 2.1. Melodi Organizational Structure .................................................. 26