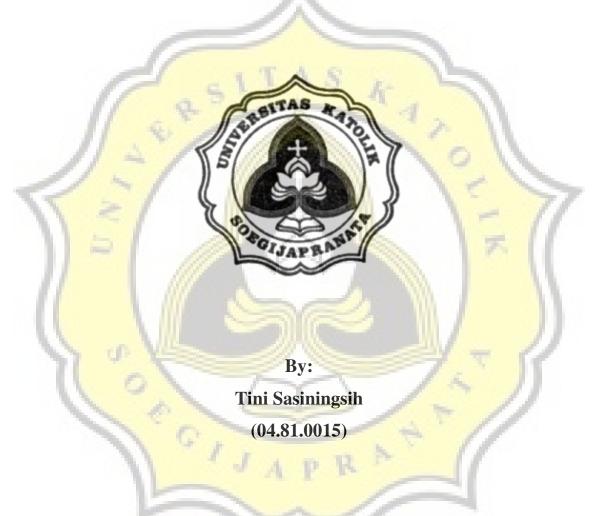
THE INTERNAL PUBLIC RELATIONS ACTIVITIES AT PT. TELKOM DIVRE IV CENTRAL JAVA AND YOGYAKARTA

FINAL PAPER



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

2007

THE INTERNAL PUBLIC RELATIONS ACTIVITIES AT PT. TELKOM DIVRE IV CENTRAL JAVA AND YOGYAKARTA

FINAL PAPER

A paper submitted to the Faculty of Letters Soegijapranata Catholic University in partial fulfillment of the requirement for Ahli Madya in English Language

By:

Tini Sasiningsih

(04.81.0015)

EGIJA

DIPLOMA III PROGRAM IN ENGLISH LANGUAGE FACULTY OF LETTERS SOEGIJAPRANATA CATHOLIC UNIVERSITY SEMARANG 2007

FINAL PAPER APPROVAL

Name: Tini Sasiningsih

NIM : 04.81.0015

Title : THE INTERNAL PUBLIC RELATIONS ACTIVITIES AT

PT. TELKOM DIVRE IV CENTRAL JAVA AND

YOGYAKARTA

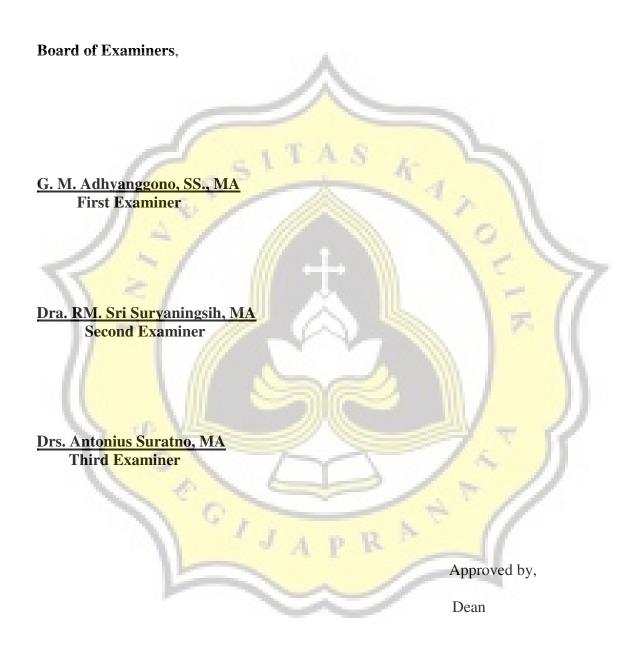
Has finished her Final Paper and is approved to be presented in the final

examination.

Semarang, 2007

Approved by:

G. M. Adhyanggono, SS., MA Content Advisor Dra. RM. Sri Suryaningsih, MA Language Advisor The paper was presented in front of the Board of Examiners at the Faculty of Letters, Soegijapranata Catholic University Semarang.



Heny Hartono, SS., M.Pd

ACKNOWLEDGMENT

Praise to God who gives strength, blessing, and bestowal to the writer, so that the writer could finish her report. This report could not have been finished without the help of many people who have given their ideas and support in completing this report. It is written in partial fulfillment for the requirement of the Ahli Madya degree in the Faculty of Letters, Soegijapranata Catholic University Semarang. Therefore, the writer would like to thank all people who have given support, idea, and prayer. Special thanks go to:

- 1. Heny Hartono, SS., M.Pd, the Dean of the Faculty of Letters, Soegijapranata Catholic University Semarang.
- 2. G. M. Adhyanggono, SS., MA, the Content advisor of this report.
- 3. Dra. RM. Sri Suryaningsih, MA the Language advisor of this report.
- 4. Emilia Ninik Aydawati, M.Hum, the Final Paper Coordinator.
- 5. All Lectures at the Faculty of Letters, Soegijapranata Catholic University Semarang, for the knowledge they have shared to the writer and the Administration Staffs for their help.
- 6. Sudjatmiko, the Communication Manager of PT. TELKOM DIVRE IV CENTAL JAVA and YOGYAKARTA.
- 7. All Staffs in Communication and Secretary Division, especially Anjar Puspito and F. Padwi Irianti who guided and helped the writer during his/her work experience in PT.TELKOM DIVRE IV CENTAL JAVA and YOGYAKARTA.
- 8. My husband who always gives his prayer, support, and help.

The writer realizes that there are some weaknesses in this report. Therefore, the writer invites criticism and suggestion. Finally, the writer hopes that this writing would be useful for the readers.

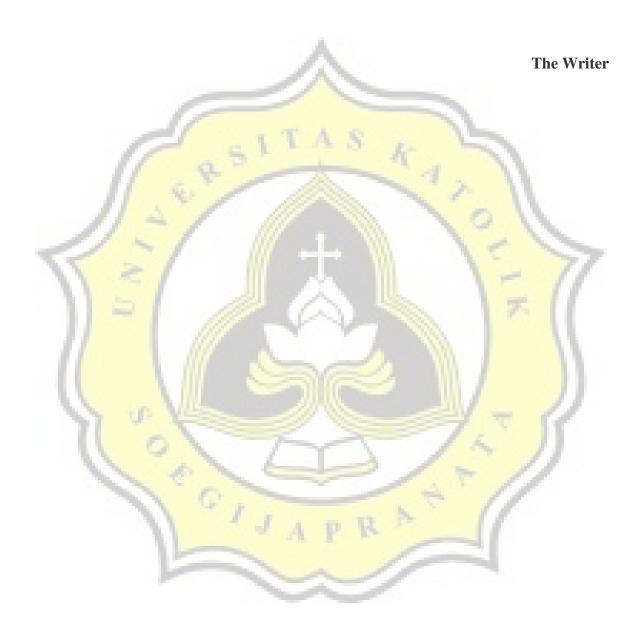


TABLE OF CONTENTS

| P | age |
|---|-----|
| Title | i |
| Final Paper Approval | ii |
| Acknowledge | iv |
| Table of Content | vi |
| List of Figures | ix |
| List of Appendices | X |
| CHAPTER I: INTRODUCTION | 1 |
| 1.1 Background | 1 |
| 1.2 Objective of Study | 2 |
| 1.3 Scope of Study | 2 |
| 1.4 Review of Literature | 2 |
| 1.4.1 Public Relations | 2 |
| 1.4.2 Internal Public Relations | 5 |
| 1.4.3 Internal Media | 7 |
| 1.5 Method of Data Collection and Data Analysis | 9 |
| 1.5.1 The Location | 9 |
| 1.5.2 Type of Study | 9 |
| 1.5.3 Method of Data Collection | 9 |
| 1.5.4 Method of Data Analysis | 10 |

| | 1.5.5 The Outline of the Final Paper | 10 |
|------------|--|-----|
| CHAPTER II | : COMPANY PROFILE | 12 |
| | 2.1 Name of Company | 12 |
| | 2.2 The Location | 12 |
| | 2.3 Type of Business | 12 |
| | 2.4 History of Company | 12 |
| | 2.5 The Vision, Mission, Motto, Logo, and Mascot of PT. TELKOM | 14 |
| | 2.6 Organizational Structure | 18 |
| | 2.7 Job Descriptions of Communication Division | 19 |
| T | | 7 |
| CHAPTER II | II: RESULT & DISCUSSION | 20 |
| 1/ | 3.1. The importance of Internal Public Relations at PT. TELKOM DI | VRE |
| | IV CENTRAL JAVA AND YOGYAKARTA | 20 |
| | 3,2. The Activities of Internal Public Relations at PT. TELKOM DI | VRE |
| | IV CENTRAL JAVA AND YOGYAKAR <mark>TA</mark> | 21 |
| | 3.3. Internal Media that used in Internal Public Relations at PT. TELK | COM |
| | D <mark>IVRE IV CENTRAL JAVA AND YOGYAKA</mark> RTA | 26 |
| | | |
| CHAPTER I | V: CLOSING | 28 |
| | 4.1 Conclusion | 28 |
| | 4.2 Suggestion | 20 |

BIBLIOGRAPHY

APPENDICES



LIST OF FIGURES

2.6 Organizational Structure of PT. TELKOM DIVRE IV CENTRAL JAVA & YOGYAKARTA



LIST OF APPENDICES

- 1. Form of Work Experience Plan
- 2. Form of Application to PT.TELKOM
- 3. The Request Letter from PT. TELKOM
- 4. Information Letter of Work Experience from PT.TELKOM
- 5. Consultation Sheet
- 6. News Clipping PT.TELKOM and Competitors
- 7. Morning Issue PT.TELKOM
- 8. Newsletter Resume PT.TELKOM and Competitors
- 9. Press Release PT.TELKOM
- 10. Interview Guide