

CHAPTER I

INTRODUCTION

1.1 Background of the Report

In this globalization era, communication skills are needed by companies as intermediaries between companies and the public. According to Little John & Foss (2010) communication is an activity which always done every day by humans, that one person and the others should have a good communication skill. In the workplace, companies make communication as a communicator of cooperation in a relationship to reach a business agreement. Business communication has a very important role for the company. A communication that is often done by employees and superiors effectively will have a good impact when the company is faced with a problem (Barnes and Hershon, 1976; Davis and Tagiuri, 1989; Handler, 1990, 1992; Morris et al., 1997: 6).

According to Bello (2007) communication in public relations can provide an opportunity for them to release their expression and play a role in providing information and as an alternative evaluation (as cited by Asuelimen, 2007). The public relations department is believed to be the builder of the company's good image. Philip Kother & William Mindak (1978: 13) stated that public relation has responsibility for social influence, solution providers, and it has a role in making policy. Employees in this department should have a good communication skills with the internal public and also the external public. According to Ardianto & Ruslan (2010,p.124,p.23) internal public is the public within the company such as

employees, managers, supervisors. While external public is a public that is in the outside of the company environment such as institutions, government, customers (as cited in Panjaitan, 2018). This opportunity is usually given to public relations employees namely protocol. The communication aims to provide information to the public related to the company.

According to Taylor, M. (2009) the credibility of the information conveyed by the protocol must be accurate. Therefore, the message which is delivered can be understood by the public, it also can educate them. In this case, the protocol should look at the situation and condition before carrying out their work. They usually located in the public relations department office. But many activities involve the protocols going to the field in order to interact with the public directly.

The author conducted an internship at PT PAL Indonesia (Persero) as a protocol in the department of public relations. The company's background as a maritime industry often receives public visits and various company activities involving protocols. In retaining a good image of the company, the protocol plays an important role in providing information to the public in order to understand the information that conveyed and related to company activities. The Constitution of the Republic of Indonesia concerning Protocol (No.9 in 2010) section 1 explained that the protocol is a system or arrangement of events, ceremonial arrangements, and procedures of respect as a form of respect for someone who is in accordance with his position or position in the state, government, or public.

According to Zulkarnaen Nasution (2006: 157) generally, protocol is the person who governs in welcoming and receiving guests. In companies protocols

are involved in various forms of activities (as cited in Lukman, 2017, p.189). The role of protocols in public relations related to the business world is very important to build a positive image of the company. Cahyono (2012: 12) disclosed if the role of protocol is very vital in an activity. When the problems occur in the middle of an activity, the protocol should be quick to take a stand. Therefore, we need preparation, coordination, and teamwork for the sake of the successful event (as cited in Taufik, 2017, p.130). The protocol also has the responsibility of facilitating all activities, monitoring activities when interacting directly with the public, and evaluating complaints from the public.

Furthermore, English language skills are needed in providing information. According to Yamao, S & Sekiguchi T (2015) the ability of employees in speaking English will have a good impact on the company's image and work environment. English skills were needed by the writer in carrying out her opportunities as a protocol, because the information that was conveyed to the public could be in the form of spoken and written, and it depended on the situation. However, the writer often experienced some communication problems when conveying information to the public, especially in technical languages related to company background. Therefore, the protocol's experience in serving and providing information to the public will be discussed in the final report.

1.2. Statement of the Problems

1.2.1 What were the common problems often faced by the public relations officer in giving information as a protocol to the public in PT PAL Indonesia (Persero) ?

1.2.2 What were the communication strategies which are applied by the public relations officer in giving information as a protocol to the public in PT PAL Indonesia (Persero) ?

1.3. Purpose of the Report

1.3.1 To discover what the common problem were often faced by the public relations officer in giving information as a protocol to the public in PT PAL Indonesia (Persero).

1.3.2 To discover what the communication strategies were applied by the public relations officer in giving information as a protocol to the public in PT PAL Indonesia (Persero).

1.4 Significance of the Report

1.4.1 The making of this final report is expected to the beneficial for writer in :

1. Gaining experience as a protocol in giving information to the public.
2. Enhancing speaking skills.
3. Developing writing skills.
4. Understanding about the role of protocol in the departement of public relations in the world of work.

1.4.2 The making of this final report is expected to be benefecial for Universitas Airlangga in :

1. Having a good cooperation between Universitas Airlangga and PT PAL Indonesia (Persero).
2. Improving the quality of Universitas Airlangga students.
3. Exploring and applying the abilities of Universitas Airlangga students in their role as public relations.

1.4.3 The making of this final report is expected to be benefecial for PT PAL Indonesia (Persero) in :

1. Using this final report as reference to improve the quality of public relations in providing information to the public.
2. Making it as an evaluation of the performance of public relations employees in providing information to the public.

1.4.4 For other Interns

1. Obtaining a knowledge in the field of public relations.
2. Increasing their knowledge and implementing how to become public relations employee who can build a good image for the company.

1.5 Review of Related Literature

1.5.1 Common Problems in Giving Information to Public

The common problems often happened as a protocol in presenting information to the public are limited in engineering vocabulary. According to Al-Naser (2015) the importance of someone being able to speak english in the fields

of engineering, medical fields, science, technology, business and computers. Knowledge of protocols against company background as an industrial maritime is very much needed. According to Jomarie, Zenaida, & Edwin, Olympio (2015) English language skills have become the duty and responsibility to provide messages relating to ships and shipping. Good communication with the public can increase public knowledge about the maritime industry sector.

In addition, Curtin, P. A (1999) explained that the information submitted can be said to be successful if the public relations department provides credible information. The limited engineering vocabulary of the shipping industry engineering is still a common problem that often occurs with protocols in providing information to the public. According to (L.A. Grunig, 1987; Hunt & J.E. Grunig, 1994) a public relation can collect information for the company directly and is subsidized to the public (as cited in Curtin, 1999, p.54)

1.5.2 Strategies for Communicating with Public

According to Van Ruler (2004) the facilitators used by public relations host as a two-way communication process such as interaction, dialogue, facilitation. A protocol should be able to provide information that is informative and clear, (Gruning & Hunt, 1984; Renckstorf, 1994).

Communication owned by a public relations employee has a journalist background, so they have ability to provide information for people (Weisglas (1955)). Thus, the target information which is provided can reach many public, and the role of online media is also needed. According to (Liou, Chin, Hsu,

&Huang: 2015) online media was created as a place to share important information as a form of social interaction. The information can be distributed in the form of website media.

Basically, the information provided in the form of direct and online transactions has constraints on terms that are difficult to be understood. This term usually relates to a company's background. The use of dictionaries is used as a communication strategy in conveying information. According to ChonY.V (2008) dictionaries can help to discover meanings of terms that we rarely know.

According to Jian, H. L., & Sandnes, F. E. (2004) that the use of data-based tools can help translate technical languages and provide specific information. In this case, the dictionary applications can solve problems related to the topic of information that will be given to the public.

1.6 Methode of the Report

1.6.1 Location and Participant

The writer conducted internship in PT PAL Indonesia (Persero) particularly in public relation department. She was assigned to help the protocols in public relation department to provide information for the public. The participant were institutions or public that cooperated with PT PAL Indonesia (Persero). During the internship, the writer requested permission from the public relation leader to involve two of the protocol employees in her case study with her background as a government company. There were some rules that should be obeyed and should

not be broken during the internship. After that the writer was allowed by the head of public relations department to conduct a case study.

1.6.2 Data collection

In carrying out her case study. The writer made such several instrumental below :

1.6.3 Observation

The writer did the observations before doing her job as a protocol. The purpose of making the observations is to be able to discover the common problems that often happened and related to the opportunity of the protocol in providing information to the public, then to discover the communication strategy that was used by the protocol in providing information to the public.

1.6.4 Semi structured interview:

In discovering the communication strategy that was carried out by the protocol in providing information, the writer used semi structured interviews. Thus, it could identify the problems that became apparent and dealt with these problems. From the semi-structured interview the writer discovered several communication strategies that could be used by the protocol in providing information to the public.

1.6.5 Data Analysis

When all the data had been collected, the writer began to calculate the problems that often became apparent and discovered the solutions. In this case it could be seen that the intended public could be divided into two, namely internal public and external public. Not all of public understand the company background which is a maritime industry sector and transportation service provider. Therefore, the importance of the protocols in providing information that purpose to make the public know and understand what is being conveyed.

1.7 Framework of the Report

