

## CHAPTER I

### INTRODUCTION

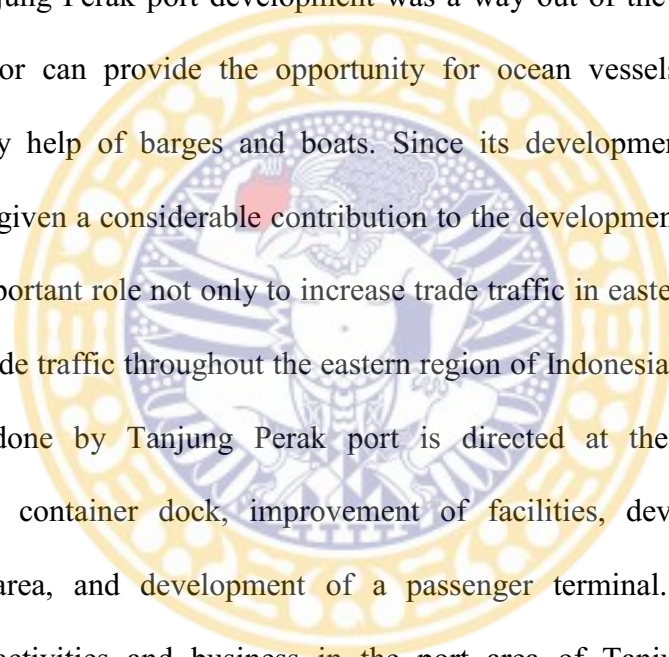
Indonesia is a country that most of its territory are surrounded by the water of the islands that is also called archipelago. It consists of several large islands and islets. The economic in Indonesia is growing well. Indonesia's economic growth is supported by variety of sectors such as trading, mining and tourism. "Trading activities in Indonesia are export and import. Each year, Indonesia exports many kinds of commodities abroad and import various kinds of commodities from abroad" (*Sejarah Tanjung Perak, 2014*). This trading activity is supported by the production of mines in Indonesia which is growing rapidly. In the result, Indonesia can send the mine products overseas. These activities make Indonesia's government establish the authorities which handle the traffic flow in order to get better transportation of sea, land, and air to run goods.

Based on the land condition, most of the maritime regions in Indonesia have known sea as a transportation, domestically or internationally. Therefore, the development of harbors in Indonesia is really important because it controls the traffic of marine transportation.

Indonesia has many ports in each region both national and international base. In Java island, the island has several international ports, one of which is Tanjung Perak port located in Surabaya, East Java. Tanjung Perak port is well known by trading people as the main port in Surabaya, East Java. Tanjung Perak is one of Indonesia's trading gateways in East Java. The strategic location is

supported by East Java's hinterland. Tanjung Perak harbor is potential for shipping center in East Java, Indonesia.

“In the past, ocean vessels loaded the goods by small boats to Jembatan Merah. Jembatan Merah is the first port at the time which was in Kalimas river. As the development of trading grew, it had increased the number of goods and passenger traffic dock facilities in Jembatan Merah” (*Sejarah Tanjung Perak, 2014*). Tanjung Perak port development was a way out of the problem. Tanjung Perak harbor can provide the opportunity for ocean vessels to load directly without any help of barges and boats. Since its development, Tanjung Perak harbor has given a considerable contribution to the development of economic and has had important role not only to increase trade traffic in eastern Java but also to increase trade traffic throughout the eastern region of Indonesia. The development container done by Tanjung Perak port is directed at the dock expansion, particularly container dock, improvement of facilities, development of port industrial area, and development of a passenger terminal. The increase of economic activities and business in the port area of Tanjung Perak, finally encourages government to establish PT Pelabuhan Indonesia III, which is a State Owned Enterprises (SOEs). PT Pelindo III Tanjung Perak becomes one of the centers of port in East Java. PT Pelindo III Tanjung Perak is engaged in the transport sector such as giving the task, authority, and responsibility for managing the harbor. PT Pelindo III Tanjung Perak is believed to be the provider of port services facility, which has a key role to ensure continuity and smoothness of sea transport, such as provision of passenger terminal, a schedule of departure and



delay of a ship, the dock as a tie up and unloading of goods, so that the availability of sea transportation is able to developing economic activities in the state and society.

As a big company, PT Pelindo III Tanjung Perak has become imperative to keep the good image of the company and the balance between work environment with the local community and the partner company. One of the most important parts in a company is to establish good relations. In every company the Public Relation is in charge of implementing the analysis and preparation of draft policy in the field of public relations and anyone concerned with the company. Besides, the task of public relations is to collect information and documentation in which public relations carry out an inventory and data process, prepare materials collection, policy drafting and presentation of information, documentation of activities of the company as well as carry out administrative part of public relations. Public Relations execute the policy. With the existence of these tasks, Public Relations work to help, maintain, and sustain the mutual communication in handling, resolving problems or minimizing the emergence.

It is interesting for the writer to do an internship in PT Pelindo III Tanjung Perak. The reasons why she chose Public Relation Department as the place to do an internship were because these factors. First, the writer can apply communication skills she got from English Diploma. Second, the writer is interested in meeting foreign tourists to know their culture. Third, the writer believes that PT Pelindo III Tanjung Perak can help the writer to further develop in terms of communication because of frequent foreign shipping. Last, the writer

expects to find the experience of working as a Public Relation in a company. Therefore those experiences can help the writer when she works in the real business world.

It is a valuable opportunity for the writer to do internship in PT Pelindo III Tanjung Perak. The writer can develop the ability communication well and gain experience that the writer has never got. In doing internship the writer can learn new things that previously the writer did not know. The writer also knows things in the world of work. Hopefully the writer can apply her skill after she graduates.

In the following chapter, the writer will explain the company profile of PT Pelindo III Tanjung Perak. More specific information about job description as a staff of Public Relation Department will be explained in chapter 3.

