CHAPTER I
INTRODUCTION
A. Background

Nowadays there are a lot of organizations which take actions in different fields, such as politics, economy, culture, and humanity. One of the organizations operating in the field of humanity is Red Cross. Red Cross stands in many countries all over the world.

In Indonesia, Red Cross (PMI) is one of the important non-profit organizations. PMI (Palang Merah Indonesia) is an authorized organization with the task of handling natural disasters, emergency situation, blood bank, blood donor, and many other tasks related to humanity. When emergency situations happen, this organization always helps and takes care of the victims by providing food, medicine and also volunteers. In addition, this organization is also authorized to handle everything dealing with blood donor, from administering blood bank to supplying blood hospitals.

PMI has many branches in all over the country, one of them is in Surakarta (PMI Kota Surakarta), which is located in front of Moewardi hospital, has many routine activities, such as blood donor, give the information of blood stocks, and many else. They often hold a seminar and counseling to hospital staff, students and people.

PMI Kota Surakarta has to inform all of their activities to all of people to make the people keep in touch with PMI Kota Surakarta and also to give information to the people. To do this, PMI Kota Surakarta uses website, social media, notice board, and also hold a socialization.

Among the forms of communication used by PMI Kota Surakarta, web communication is interesting to be discussed because web communication has a lot of users.
and it enables communication to be carried out to spread the information given by PMI Kota Surakarta easily and quickly. Therefore, I compose final project report entitled “Web Communication in PMI Kota Surakarta”.

A. Objectives

Based on the background, I state two objectives of the final project, those are:

1. To describe web communication carried out by PMI Kota Surakarta
2. To identify problems faced by PMI Kota Surakarta and to propose solutions.

B. Benefits

1. The students
   This report can be used for the students to know the web communication carried out by PMI Kota Surakarta and it can be used as a reference for the students when they look for a place for job training or real work as Public Relations Practitioner.

2. PMI Kota Surakarta
   This report can be used as a reference for PMI Kota Surakarta to improve the quality of the web communication in order to make the web communication be more effective.