CHAPTER 2

LITERATURE REVIEW

A. Public Relation

Public relation is the one of important things that should be considered by the company. Public relation controls a main role to build a good relationship among the company and stakeholders. Broom states, “Public relation is the management function that establishes and maintains mutually beneficial relationships between an organization and the public on whom its success or failure depends” (Broom, Cutlip, & Center, 2000). Samson states that “Public relation is a management function, of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy, and support of those with whom there are or maybe concerned by evaluating public opinion about themselves, in order to correlate, as far as possible their own policies and procedures, to achieve by planned and widespread information more productive corporation and more efficient fulfillment of their common interest”. (Jefkin, 2004)

Based on International Public Relation Association (IPRA), Public Relation is “a distinctve management function which helps establish and maintain mutual lines of communications, understanding, acceptance and cooperations between an organisation and its publics; involves the management of problems or issues; helps management to keep informed or and responsive to public opinion / defines and emphasises the responsibility of management to serve the public interest; helps management keep abrease of effectively utilise change, serving as an early warning system to help anticipate trends, and uses research and sound and ethical communication techniques as its principle tools”.

By managing a good relationship with the stakeholders, the company can highly develop the customers’ satisfaction level among the stakeholders that have a relation with the company. Jefkins defines public relation as: ‘the planned and sustained effort to establish and maintain goodwill and mutual understanding between an organization and its public’ (Jefkin, 2004).

According to Harrison in Kristina,

“Public Relation is about reputation – the result of what you do, what you say and what others say about you. Public Relation is the discipline which looks after reputation – with the aim understanding and support and influencing opinion and behavior” (Kristina, 2010)
Based on the range of definitions above, the definition of public relation is what you do, what you say, and what other says about you. The purpose of public relation is to create understanding among company and its public. The public means the stakeholders who have mutual relationship with the company. Public relation also related with reputation. By creating a good reputation, the company will get a good profit in the future.

B. Communication Strategy

Communication strategy has a main role in conducting communication among the company and the stakeholders. As a public relation officer, knowing the communication strategy is very important. Kotler states,

“There is growing managerial interest in customer satisfaction as a means of evaluating quality. High customer satisfaction ratings are widely believed to be the best indicator of company’s future profit. Satisfaction can be broadly characterized as a post-purchase evaluation of product quality given pre-purchase expectation.” (Kotler, 2009)

According to Effendy,

“The most important thing in communication activity is how a message delivered by communicator causes certain impacts to communicant. Thus, communication activity is needed strategy to reach good result”. Communication strategy is communication planning guide and communication management to reach a purpose”. (Effendy, 2008)

He also categorized the process of running communication strategy into four steps, i.e:

A. Researching

In the researching process, the activity is collecting data and finding the facts which connect to the activity. All the information should be obtained completely. In the researching, the institution / organization try to find the factual data and get conclusion.
B. Planning

In the planning process, the institution / organization create the problem list. A problem list allows us to know how to cover and decide who will execute the activity to solve the problem. All the problems and problem solving should be written completely and clearly. Planning activity determines the success of the entire program.

C. Executing

In the executing process, the implementation of institutional is communication activity, which the implementation is the description and execution all programs that have been decided in planning process.

D. Evaluating

In the evaluating process, the entire programs that have been implemented will be evaluated. The purpose of evaluating is to measure the success of the program (Effendy, 2009)

Based on the range of definitions above, the communication strategy is needed to reach the goal of company to satisfy the stakeholders. There are some processes that can be used to do communication strategy, such as Researching, Planning, Executing, and Evaluating.

C. Customer Satisfaction

Customer satisfaction has been defined by many experts. Oliver states the customer satisfaction is “The consumer’s fulfillment response. It is a judgment that a product or service feature, or the product or service itself, provided (or its providing) a pleasurable level of consumption-related fulfillment, including levels of under- or over fulfillment” (Cengiz, 2010).
Tse and Wilson in Vavra are describing customer satisfaction as “the customer’s response to the evaluation of the perceived discrepancy between prior expectations (or some norm of performance) and the actual performance of the product as perceived after its consumption” (Vavra, 1997).

According to Westbrook and Reilly in Vavra, customer satisfaction is,

“An emotional response to the experiences provided by and associated with particular products or services purchased, retail outlets, or even molar patterns of behavior such as shopping and buyer behavior, as well as the overall market place (p. 256). An emotional response triggered by a cognitive evaluative process in which the perceptions of (or beliefs about) an object, action, or condition are compared to one’s values (or needs, wants, desires)” (Vavra, 1997).

Based on the range of definitions above, customer satisfaction is the emotional response of customer toward the product and services that provided by the company. The quality of products and services influence the customer satisfaction level among the customer. The customers’ satisfaction levels influence the development of the company, if the customer loyal to the company, automatically the customer will only choose the company to fulfill their need.

D. International Office

International Office or commonly known as IO was established in 2009. The purpose is to accommodate all international affairs of Sebelas Maret University (UNS). International Office was established based on rector’s decree number 81A/H27/OT/2010 on Formation of International Office of Sebelas Maret University. International Office is under the control of the Rector. The daily job is conducted under the supervision of Vice Rector for Academic Affairs and Vice Rector for Partnership and Organizational Development Affairs. International Office is managed by director, two coordinators and eight supporting staffs. International Office has two divisions. There are International Student Service division and International Partnership & Recognition division.
International Office is located on the second floor of PUSKOM building. For additional information of International Office, online source can be accessed through www.io.uns.ac.id or by email io.sebelasmaret.com or by telephone in +62271-633961.

As additional information, International Office has vision and mission. The vision is becoming the internationalization main player for Sebelas Maret University. The missions of International Office are:

A. Developing internationalization of education and teaching in Sebelas Maret University.
B. Developing internationalization of research in Sebelas Maret University.
C. Developing international cooperation for Sebelas Maret University.

International Office has six objectives, i.e.:

A. Developing the system and implementing mindset changing in Sebelas Maret University in relation to its internationalization.
B. Planning and coordinating all activities in Sebelas Maret University that are correlated to International cooperation, International guests and student services; increasing the University’s position in the World Ranking University.
C. Synchronizing the works and breakthroughs of several activities to internationalize Sebelas Maret University by increasing international partnership, increasing acceptance and service for international students, increasing the university position in the World Ranking University.
D. Making coordination among division in university level in order to make Sebelas Maret University’s effective and efficient.
E. Making coordination with head of Academic Administration division, Head of Planning and Administration division, Head of Information Systems
division, and the other related head division to increase the effectiveness of work.

F. Being the spokesperson for the university in the International community.

Here is the organizational structure of International Office UNS.

The Organizational Structure of International Office UNS

STRUKTUR ORGANISASI INTERNATIONAL OFFICE

UNIVERSITAS SEBELAS MARET

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<tr>
<th>REKTOR</th>
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| DEKAN FAKULTAS / DIREKTUR PASCASARJANA / KEPALA UPT / KEPALA LEMBAGA |

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<th>GENERAL AFFAIRS AND FINANCIAL ASSISTANT</th>
<th>OFFICE ADMINISTRATION INTERNATIONAL PARTNERSHIP ASSISTANT</th>
<th>STUDY AND STAY PERMIT ASSISTANT</th>
<th>IMMIGRATION SPECIALIST</th>
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<td>IT AND DATABASE ASSISTANT</td>
<td>ADMISSION AND WEB MAINTENANCE ASSISTANT</td>
<td>INTERNATIONAL STUDENT SERVICE ASSISTANT</td>
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The staffs of International Office are:

A. M. Taufiq Al Makmun, S.S, M.A., the Director of International Office
B. Lilik Retna Kartikasari, Ph.D, International Student Service Coordinator
C. Dr. Fitria Rahmawati, M.Si, International Partnership & Recognition Coordinator
D. Sutarman, SH., Immigration Specialist Staff
E. Sulisty Joko Wahyudi, ST., IT and Database Assistant Staff
F. Fitria Ramadania, M.A., Office Administration International Partnership Assistant Staff
G. Safitri Bonea Palakarisma, S.S., Office Administration International Partnership Assistant Staff
H. Susi Anjarsari, S.S., International Student Administration Assistant Staff
I. Hanif Genang, S.S., Immigration Specialist Staff
J. Riski Anugrah Murti Dewi, S.E., International Student Service Task Force Staff
K. Monica Putri Pertiwi, A.md., Immigration Specialist Staff

E. The Activities During the Job Training

I did job training for three months at the International Office with the mainstream of public relation. During the job training, I did some jobs that were given by the staffs. I had obligations as front officer, event organizer, public relations officer and international student service officer. I did some obligations that are mentioned below:
A. Front Officer

In the front desk, I provided some services to the overseas students and the visitors by giving information, answering the question, and accepting incoming letter.

B. Event Organizer

In the event, I prepared the event for the overseas students, such as Sharing Day, Outing Class, Cultural Course Event, and City Orientation Event.

C. Public Relation Officer

In the public relation aspect, I helped the overseas students in their immigration affairs by arranging the documents for processing study permit, visa extension, and ITAS (*Ijin Tinggal Terbatas*). I also assisted the international guests from foreign university in visiting several tourism and educational site in Surakarta. I also visited the overseas students who were sick in the hospital or their house by keeping update their health and helping for the payment if they have insurance.