

Laporan akhir ini bertujuan untuk membahas profil Polda DIY dan Direktorat Pengamanan Objek Vital (Ditpamobvit) Polda DIY, menjelaskan salah satu program Ditpamobvit Polda DIY yaitu *Holiday Bicycle Patrol* dan penerapan empat tahapan proses hubungan masyarakat pada program tersebut. Metode pengumpulan data yang penulis lakukan adalah dengan menjadi partisipan langsung melalui program magang dari 7 Januari hingga 28 Februari 2019 di Ditpamobvit Polda DIY, melakukan wawancara dengan beberapa personil dan kepala sub-direktorat Audit, serta membaca buku dan artikel dari internet sebagai studi pustaka. Data yang didapatkan dikelompokkan sesuai objektif dan disajikan secara detail dalam deskripsi menggunakan Bahasa Inggris dengan dukungan gambar dan tabel. Berdasarkan hasil observasi dan studi pustaka yang dilakukan oleh penulis, Ditpamobvit Polda DIY terbagi menjadi empat sub-direktorat, antara lain Sub-direktorat Kawasan Tertentu (Subdit Waster), Sub-direktorat Wisata (Subdit Wisata), Sub-direktorat VIP (Subdit VIP), Sub-direktorat Audit (Subdit Audit). Ditpamobvit Polda DIY memiliki beberapa program dan untuk program *Holiday Bicycle Patrol* sendiri dikelola oleh Subdit Wisata. Empat Tahapan Proses Hubungan Masyarakat diterapkan dalam mengatur program *Holiday Bicycle Patrol* adalah penelitian (mendefinisikan masalah hubungan masyarakat), perencanaan dan pemrograman, eksekusi dan komunikasi, dan evaluasi. Proses ini penting untuk diterapkan agar program tersebut tetap pada tujuannya.

**Kata Kunci:** Ditpamobvit Polda DIY, *Holiday Bicycle Patrol*, Empat Tahapan Proses Hubungan Masyarakat.

## **ABSTRACT**

This Final Paper aims to discuss the profile of Polda DIY and Directorate of Vital Objects Protection (Ditpamobvit) Polda DIY, explain one of the programs by Ditpamobvit Polda DIY namely Holiday Bicycle Patrol and the implementation of four-step public relations process in the program. The method of data collection done by the writer is becoming a direct participant through internship program from January 7<sup>th</sup> until February 28<sup>th</sup>, 2019 in Ditpamobvit Polda DIY, interviews with some personnel, as well as read books and articles on internet as a library study. The data obtained were grouped based on the objectives and presented descriptively in English accompanied by images and tables. Based on the observations and literature studies conducted by the writer, Ditpamobvit Polda DIY who is responsible to secure national and other vital objects is divided into four directorates, which are Sub-directorate of Certain Area (Subdit Waster), Sub-directorate of Tourism (Subdit *Wisata*), Sub-directorate of VIP (Subdit VIP), and Sub-directorate of Audit (Subdit Audit). Ditpamobvit Polda DIY has several programs and for the Holiday Bicycle Patrol itself is managed by Subdit *Wisata*. The Four-Step Public Relations Process which is applied in arranging the Holiday Bicycle Patrol program are research (defining public relations problems), planning and programming, action and communication, and evaluation. This process is important to be implemented in order to make the program on its purposes.

**Keywords: Ditpamobvit Polda DIY, Holiday Bicycle Patrol, The Four-Step Public Relations Process.**