

TABLE OF CONTENTS

GRADUATING PAPER TITTLE SHEET	ii
LEMBAR PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
ABSTRAK	vi
ABSTRACT	vii
LIST OF IMAGES	x
LIST OF CHARTS	xii
LIST OF ABBREVIATIONS	xiii
CHAPTER 1	1
INTRODUCTION	1
1.1. Background of Study	1
1.2. Objectives of Study	3
1.3. Scope of Study	3
1.4. Methods of Study	4
1.4.1. Methods of collecting the data	4
1.4.2. Methods of analyzing the data	5
1.4.3. Methods of presenting the data	5
1.5. Presentation	5
CHAPTER 2	6
PROFILE OF PT PLN (PERSERO) UP3 YOGYAKARTA	6
2.1. History of PT PLN (Persero)	6
2.2. Vision and Mission	7
2.2.1. Vision	7
2.2.2. Mission	7
2.3. Motto	7
2.4. Company's Purpose	7
2.5. Company Logo	7
2.5.1. Yellow	8
2.5.2. Lightning	8
2.5.3. Three waves	8
2.6. Fields of Business	9
2.6.1. Generation	9
2.6.2. Transmission	9

2.6.3. Distribution.....	9
2.7. Profile of PT PLN (Persero) UP3 Yogyakarta.....	9
2.8. Facilities	10
2.8.1. Public Facilities	10
2.8.2. Office Facilities	15
2.9. Organizational Structure	19
CHAPTER 3	21
PUBLIC RELATIONS DIVISION OF PT PLN (PERSERO) UP3 YOGYAKARTA'S ROLES IN MAINTAINING RELATIONSHIP WITH STAKEHOLDERS	21
3.1. Public Relations and Stakeholder definitions	21
3.2. Principals of Public Relations	22
3.2.1. Principle #1 – Organizations exist only by public consent	23
3.2.2. Principle #2 – mutually beneficial relationships require two-way communication	23
3.2.3. Principle #3 – It is not our job to put a clean shirt on a dirty body	23
3.2.4. Principle #4 – Act, then communicate	24
3.2.5. Principle #5 – Clarity is more important than cleverness	24
3.2.6. Principle #6 – Activity does not equal results	24
3.2.7. Principle #7 – Never refuse an opportunity to tell your side of the story	25
3.2.8. Principle #8 – Manage expectations.....	25
3.2.9. Principle #9 – Practice public relations proactively, whenever possible	25
3.2.10. Principle #10 – Be a bridge not a barrier	25
3.3. PR Division of PT PLN (Persero) UP3 Yogyakarta in maintaining good relations with stakeholders	26
3.3.1. Identifying stakeholders	27
3.3.2. Public Relations Activities to maintain relationship with stakeholders	30
CHAPTER 4	48
CONCLUSION	48
WORKS CITED	50
LIST OF APPENDICES	51
APPENDIX 1: LIST OF INFORMANTS.....	52
APPENDIX 2: LIST OF INTERVIEW QUESTIONS	53
APPENDIX 3: INTERNSHIP PICTURES	54
APPENDIX 4: INTERNSHIP LOG BOOK	55
APPENDIX 5: CURRICULUM VITAE.....	62