

## TABLE OF CONTENT

<b>FINAL PAPER .....</b>	<b>i</b>
<b>LAPORAN AKHIR .....</b>	<b>ii</b>
<b>LEMBAR PENGESAHAN .....</b>	<b>iii</b>
<b>ACKNOWLEDGEMENT .....</b>	<b>v</b>
<b>INTISARI .....</b>	<b>vi</b>
<b>ABSTRACT .....</b>	<b>vii</b>
<b>TABLE OF CONTENT .....</b>	<b>viii</b>
<b>LIST OF PICTURE .....</b>	<b>xi</b>
<b>LIST OF CHART .....</b>	<b>xii</b>
<b>CHAPTER 1 INTRODUCTION .....</b>	<b>1</b>
1.1 Background of Study .....	1
1.2 Objectives of Study .....	2
1.3 Scope of Study .....	3
1.4 Method of Study .....	3
1.4.1 Method of Collecting Data .....	3
1.4.2 Method of Analyzing Data .....	4
1.4.3 Method of Presenting Data .....	4
1.5 Presentation .....	4
<b>CHAPTER 2 PROFIL OF DINAS KOMUNIKASI DAN INFORMASI KABUPATEN KARANGANYAR .....</b>	<b>5</b>
2.1 Brief History of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	5
2.2 Location of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	6
2.3 Vision and Mission of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	6
2.3.1 The Vision of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	6
2.3.2 The Mission of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	7
2.4 The Logo of Diskominfo Kabupaten Karanganyar .....	7
2.5 The Organizational Structure of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	8
2.6 The Basic Task of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	9



2.6.1 The Head of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	9
2.6.2 Secretary .....	9
2.6.3 Public Information and Communication Division.....	10
2.6.4 Information Governance Division .....	11
2.7 Facilities of Dinas Komunikasi dan Informasi Kabupaten Karanganyar.....	12
<b>CHAPTER 3 THE ROLES OF PRESS RELEASE AS AN IMAGE BRANDING TOOL OF KABUPATEN KARANGANYAR.....</b>	<b>14</b>
3.1 Branding.....	14
3.2 Image Branding .....	15
3.3 The Advantages of Image Branding.....	15
3.4 The Relation between Image Branding and Promotion Tools .....	16
3.5 Press Release in General .....	16
3.5.1 Definition of Press Release.....	16
3.5.2 The Advantages of Press Release .....	17
3.5.3 Content of Press Release .....	17
3.5.4 Kinds of Press Release .....	18
3.6. The Role of Press Release in General .....	19
3.7 Website Menu of Kabupaten Karanganyar .....	19
3.8 Press Release in Diskominfo Karanganyar .....	20
3.8.1 Development of Dissemination Press Release in Diskominfo Karanganyar .....	20
3.8.2 The Management of Press Release in Diskominfo Karanganyar .....	21
3.8.3 Content of Press Release in Diskominfo Karanganyar .....	21
3.8.4 Strategy of Press Release in Diskominfo Kab.Karanganyar .....	23
3.8.5 Types of Press Release Uploaded in Website of Kabupaten Karanganyar .....	25
3.9 The Roles of Press Release as an Image Branding Tools of Kabupaten Karanganyar ..	28
3.9.1 A Tool to Disseminate Information about Kabupaten Karanganyar Continuously 29	
3.9.2 A Tool for Promotion .....	31
3.9.3 A Tool to Persuade Public .....	33
3.9.4 A Tool to Respond the Society Aspiration.....	35
3.10 Response of Society about Kabupaten Karanganyar Press Release .....	37



<b>CHAPTER 4 CONCLUSION .....</b>	<b>44</b>
4.1 Conclusion.....	44
4.2 Recommendations .....	45
<b>WORKS CITED.....</b>	<b>46</b>
APPENDIX 1: LIST OF INFORMANTS .....	47
APPENDIX 2: INTERVIEW QUESTIONS.....	48
APPENDIX 3: GOOGLE FORM SURVEY .....	49
APPENDIX 4: CURRICULUM VITAE .....	53
APPENDIX 5: LOGBOOK .....	54

## LIST OF PICTURE

Picture 1: The Building of Diskominfo Kabupaten Karanganyar .....	6
Picture 2: The Logo of Diskominfo Kabupaten Karanganyar .....	7
Picture 3: The Workspace of Diskominfo Karanganyar .....	12
Picture 4: The Waiting Room of Diskominfo Karanganyar .....	13
Picture 5: Inverted Pyramid of Jurnalistic Term .....	18
Picture 6: Website Menu of Kabupaten Karanganyar .....	20
Picture 7: Content of Press Release in Diskominfo Karanganyar .....	22
Picture 8: Press Release Interesting Statement as a Strategies of Diskominfo Karanganyar ..	24
Picture 9: Press Release Interesting Statement as a Strategies of Diskominfo Karanganyar ..	25
Picture 10: Kind of Product Release .....	26
Picture 11: Kind of Relational Release .....	27
Picture 12: Kind of Response Release .....	28
Picture 13: <i>Bupati Karanganyar Resmikan Taman Edukasi dan Pengolahan Sampah Kecamatan Jaten</i> .....	29
Picture 14: <i>Silaturahmi Bupati Karanganyar dengan Korban yang Tertimpa Musibah Keracunan Masal</i> .....	30
Picture 15: <i>Batik Sedayu Diminta Gabung di Terminal Mbangun Makuthoromo</i> .....	31
Picture 16: <i>Panen Raya Padi Organik Desa Ngadiluwih Kabupaten Karanganyar</i> .....	32
Picture 17: <i>Lawu Jeep Adventure di Ngargoyoso</i> .....	33
Picture 18: <i>KB Bukan Melarang Mempunyai Anak Tapi Mensejahterakan Keluarga</i> .....	34
Picture 19: <i>Sosialisasikan MRSF dengan Gowes</i> .....	35
Picture 20: <i>Audiensi dengan Persatuan Guru NU (PERGURUNU)</i> .....	36
Picture 21: <i>Ingin Sampaikan Keinginan, PERTUNI Karanganyar Gelar Audiensi dengan Bupati Karanganyar</i> .....	37



## LIST OF CHART

Chart 1: Organizational Structure of Dinas Komunikasi dan Informasi Kabupaten Karanganyar .....	8
Chart 2: Frequency of Respondents Knowledge about Kabupaten Karanganyar Website .....	38
Chart 3: Frequency of Respondents who Read Press Release in the Website .....	38
Chart 4: The Frequency of Detail Information in the Press Release .....	39
Chart 5: The Frequency of Picture Advantages in the Press Release .....	39
Chart 6: Press Release Suitability with the Reality in Kabupaten Karanganyar .....	40
Chart 7: Press Release in the Website Kabupaten Karanganyar Brings Advantages .....	40
Chart 8: Press Release as Media to Build Positive Image of Kabupaten Karanganyar .....	41
Chart 9: Number of Respondents who leave Coment on the Website of Kabupaten Karanganyar .....	41
Chart 10: Respondents is Curiosity and Awareness about the News Update .....	42
Chart 11: Respondents Evaluation Score to the Role of Press Release in the Kabupaten Karanganyar Website .....	43