



TABLE OF CONTENTS

HALAMAN PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
INTISARI	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	x
LIST OF TABLES	xi
CHAPTER 1	1
INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Objectives of the Study	3
1.3 Scope of the 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
1.5 Presentation	5
CHAPTER 2	6
THE PROFILE OF PUBLIC RELATIONS AND PROTOCOL OF PONOROGO GOVERNMENT OFFICE.....	6
2.1 The History of Ponorogo Districts Office	6
2.2 Logo	8
2.3 Vision and Mission of Ponorogo Districts Office	9
2.3.1 Vision.....	9
2.3.2 Mission	9
2.4 Organizational Structure of Public Relations and Protocol of Ponorogo Districts Office.....	10
2.4.1 Sub Division of Public Relations.....	10
2.4.2 Sub Division of Protocol	10
2.4.3 Sub Division of Public Complaints	11
2.5 Main Duties and Position Functions of Public Relations and Protocol of Ponorogo Districts Office	11
2.6 The Facilities in Public Relations and Protocol Subdivisions of Ponorogo District Office.....	12



CHAPTER 3	14
THE ANALYSIS OF BRAND BENEFIT PYRAMID ON GEBYAR JATHIL PONOROGO 2019	14
3.1 Gebyar Jathil Ponorogo 2019	14
3.1.1 Public Relations and Protocol Government of Ponorogo Conception of Promotional Strategies.....	15
3.2 Urban Tourism Marketing.....	18
3.2.1 Urban Tourism Marketing Applied in Gebyar Jathil Ponorogo 2019.....	21
3.3 Brand Benefit Pyramid on Gebyar Jathil Ponorogo 2019.....	23
3.3.1 The Theory of Brand Benefit Pyramid	23
3.3.2 The Analysis of Brand Benefit Pyramid on Gebyar Jathil Ponorogo 2019.....	24
CHAPTER 4	32
CONCLUSION.....	32
WORK CITED.....	34
LIST OF APPENDICES	35