

Tugas Akhir ini bertujuan untuk membahas profil Pemerintah Daerah Daerah Istimewa Yogyakarta dan peran, visi misi, serta strategi petugas protokol dalam mengimplementasikan Undang-Undang No.9 Tahun 2010 tentang Keprotokolanan pada acara Upacara Peringatan Hari Pendidikan Nasional Daerah Istimewa Yogyakarta Tahun 2019. Metode pengumpulan data yang penulis lakukan adalah dengan menjadi partisipan langsung melalui program magang dari 21 Januari-14 Juni 2019 di Biro Umum, Humas dan Protokol Sekretariat Daerah Daerah Istimewa Yogyakarta, serta melakukan wawancara dengan beberapa staf dan kepala sub bagian upacara, dan membaca beberapa buku dan artikel dari internet sebagai studi dengan pendekatan deskriptif kualitatif dengan dukungan gambar dan tabel. Berdasarkan hasil observasi dan studi pustaka yang dilakukan oleh penulis, Kantor Biro Umum, Humas dan Protokol Setda DIY terbagi menjadi 4 bagian, yaitu Bagian Keuangan, Pelayanan, Protokol dan Hubungan Masyarakat. Biro Umum, Hubungan Masyarakat, dan Protokol memiliki peraturan khusus untuk mengadakan upacara tahunan berdasarkan Undang-Undang No.9 Tahun 2010 tentang Keprotokolanan, seperti pada Hari Pendidikan Nasional 2019 yang memiliki dua jenis upacara: Upacara Bendera dan Upacara Ziarah. Sebelum upacara diadakan, peran Biro Umum, Hubungan Masyarakat, dan Protokol mengatur semua persiapan mulai dari rapat pleno pertama, rapat seksi upacara, rapat pleno kedua, dan gladi resik. Serta dalam pelaksanaan Upacara Peringatan Peringatan Hari Pendidikan Nasional 2019, Biro Umum, Hubungan Masyarakat, dan Protokol sudah mengimpelentasikan upacara sesuai dengan Undang-Undang No.9 Tahun 2010 tentang Keprotokolanan secara lancar dan teratur.

Kata Kunci : Biro Umum, Humas, dan Protokol Setda DIY; Humas; Protokol; Upacara; Hari Pendidikan Nasional 2019.

ABSTRACT

This Final Paper aims to discuss the profile of the Local Government of Special Region of Yogyakarta as well as the roles, vision and mission, tasks of Protocol offices in implementing Law No.9 Year 2010 concerning Protocol in the Commemoration Ceremony of National Education Day of Special Region of Yogyakarta 2019. The method of data collection was done qualitatively by the writer by doing participant observation through an internship program from January 21st-June 14th 2019 in of General Affairs, Public Relations and Protocol Bureau Regional Secretariat of Special Region of Yogyakarta. Then, the writer also interviewed some staffs and heads of Ceremony Sub-Division of Protocol Section, and read books and articles on the 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, General Affairs, Public Relations, and Protocol Bureau is divided into 4 sections, namely sections of Administration, Service, Protocol, Public Relations. General Affairs, Public Relations, and Protocol Bureau have the special rules according to Law No.9 year 2010 concerning Protocol to held annual ceremony like National Education Day 2019 which has two kinds of ceremony: the flag ceremony and the pilgrimage ceremony. Before the ceremony was held, the role General Affairs, Public Relations, and Protocol Bureau were organizing all the preparations started from the first plenary meeting, the ceremony section meeting, the second plenary meeting and the final rehearsal. Also, in executing the commemoration ceremony of National Education Day 2019, General Affairs, Public Relations and Protocol Bureau already implemented Law No.9 year 2010 concerning Protocol smoothly and orderly.

Keywords: General Affairs, Public Relations and Protocol Bureau; Public Relations; Protocol; Ceremony; National Education Day 2019.