

## ABSTRAK

Laporan akhir ini bertujuan untuk membahas profil kantor Biro Umum, Humas, dan Protokol Pemerintah Daerah Daerah Istimewa Yogyakarta beserta peran petugas protokol pada acara Pelantikan Pejabat Pemerintah di Pemerintah Daerah Daerah Istimewa Yogyakarta. Metode pengumpulan data yang digunakan oleh penulis adalah studi lapangan dan studi pustaka. Studi lapangan dilakukan melalui wawancara dengan Kepala Subdivisi Upacara dan staf di Divisi Protokol dan observasi partisipatif melalui program magang dari 13 Januari hingga 17 Maret 2020 di kantor Divisi Protokol Pemerintah Daerah Daerah Istimewa Yogyakarta. Studi pustaka yang digunakan adalah data dari arsip Divisi Protokol Pemerintah Daerah Daerah Istimewa Yogyakarta, undang-undang, peraturan gubernur, peraturan daerah istimewa, dan buku-buku. Data yang didapat akan dipaparkan secara narasi deskriptif dan disajikan secara rinci dengan tambahan gambar dan grafik. Hasil studi lapangan dan studi pustaka yang dilakukan penulis menunjukkan bahwa Divisi Protokol Pemerintah Daerah Daerah Istimewa Yogyakarta merupakan divisi yang mengurus kegiatan besar seperti kedatangan tamu penting dan upacara, salah satunya kegiatan upacara Pelantikan Pejabat Pemerintah di Pemerintah Daerah Daerah Istimewa Yogyakarta. Dalam acara Pelantikan Pejabat Pemerintah terdapat beberapa hal penting yang harus dipersiapkan yaitu persiapan umum, susunan acara, dan tata letak tempat. Selain itu, Pelantikan Pejabat Pemerintah juga harus dilengkapi dengan beberapa peralatan seperti bendera, podium dan backdrop. Peran dibagi dalam 3 tahap yaitu peran saat pra-acara, selama acara, dan pasca acara. Peran saat pra acara yaitu menyiapkan rapat koordinasi terkait pelantikan, dan menyiapkan naskah-naskah penting. Peran selama acara yaitu sebagai pembawa acara, pembaca surat keputusan, dirigen, penerima dan pemandu tamu, dan protokol utama. Peran saat post event yaitu evaluasi dan membuat laporan pertanggungjawaban acara yang telah dilaksanakan.

**Kata Kunci:** Divisi Protokol Pemerintah Daerah Daerah Istimewa Yogyakarta, Peran, Pelantikan Pejabat Pemerintah

## **ABSTRACT**

This final report aims to discuss the profile of General Administration, Public Relations, and Protocol Bureau of Special Region of Yogyakarta Local Government and the roles of protocol officers in the Inauguration of Government Officials in Special Region of Yogyakarta. Data collection methods used by the writer were field study and literature study. Field study included interviews with the Head of Ceremony Subdivision of Protocol Division and staff in Protocol Division and participatory observation through an internship program from January 13 to March 17, 2020 in Protocol Division of Special Region of Yogyakarta Local Government. The literature study used was data from the archives in Protocol Division of Special Region of Yogyakarta Local Government, laws, governor regulations, special regional regulations, and books. The data obtained were described in descriptive narrative and presented in detail with the addition of images and graphics. The results of field study and literature study conducted by the writer show that Protocol Division of Special Region of Yogyakarta Local Government is a division that deals with major activities such as the arrival of important guests and ceremony, one of which is the Inauguration ceremony of Government Officials in Special Region of Yogyakarta Local Government. In the Inauguration Ceremony of Government Officials, there are several important things that must be prepared, namely general preparation, rundown of the event, and venue layout. In addition, the Inauguration of Government Officials must also be equipped with some equipment such as flags, podium, and backdrop. The role is divided into 3 stages, namely the role at the pre-event, during the event, and post-event. The role at the pre-event is to prepare a coordination meeting related to the inauguration and prepare important manuscripts. The role during the event is as the master of ceremonies, decree reader, conductor, greeter and guide, and main protocol. The role at the post-event is the evaluation and make an accountability report of the event that has been carried out.

**Keywords: Protocol Division of Special Region of Yogyakarta Local Government, Role, The Inauguration of Government Officials**