

TABLE OF CONTENTS

HALAMAN PENGESAHAN	i
PERNYATAAN BEBAS PLAGIASI	ii
ACKNOWLEDGEMENT	iv
ABSTRAK	v
ABSTRACT	vi
TABLE OF CONTENTS	vii
TABLE OF FIGURE	ix
CHAPTER I	1
INTRODUCTION	1
1.1 Background of Study.....	1
1.2 Objectives of Study.....	3
1.3. Scopes of Study.....	3
1.4 Methods 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.....	5
1.5 Presentation.....	5
CHAPTER 2	6
THE PROFILE OF PROTOCOL AND GOVERNANCE COMMUNICATION OF REGIONAL SECRETARIAT OF TEMANGGUNG	6
2.1. History of Regional Secretariat of Temanggung.....	6
2.2 Vision and Mission of Regional Secretariat of Temanggung.....	8
2.2.1 Vision.....	8
2.2.2 Mission.....	8
2.3 Logo Philosophy of Regional Secretariat of Temanggung.....	9
2.4 Organizational Structure of Regional Secretariat of Temanggung.....	11
2.5 Profile of Protocol and Governance Communication Division.....	13
2.5.2 Tasks and Function of Protocol and Governance Communication Division.....	14
2.5.3 Media Used by Protocol and Governance Communication Division.....	15
CHAPTER 3	20

PROTOCOL AND GOVERNANCE COMMUNICATION DIVISION OF REGIONAL SECRETARIAT OF TEMANGGUNG STRATEGIES IN TEAM MANAGEMENT BUILDING IN ORDER TO ACHIEVE WORK TARGET 20

3.1 The Formation of the Protocol and Governance Communication Division at the Regional Secretariat..... 20

3.2 How to build the Protocol and Governance Communication Division 21

3.2.1 Recruitment of staff in the Protocol and Government Communication 21

3.2.2 Conducting a Comparative Study to Banyuwangi 22

..... 24

3.2.3 Conducting Protocol Team Training by Protocol Division of Central Java Province 24

3.2.4 Establishment of Operational Standards and Procedures for The Activities 25

3.3 The Protocol and Governance Communication Division Strategies in order to Achieve Work Target..... 26

3.3.1. Building the “Super Team” 27

3.3.2 Conducting Routine Evaluation 28

3.3.3 Building a Corps Code as an Identity and Differentiator from Other Divisions 29

A uniform or corps code can be an identity and also special honor for a party, especially in formal organizations such as in the Regional Secretariat of Temanggung. Mostly of formal organization such as government employees until students, having kind of uniform to wear every day in work area. Protocol and Governance Communication Division having black uniform and co-card as their corps code..... 29

CHAPTER 4 31

CONCLUSION 31

4.1. Conclusion 31

4.2. Recommendation..... 31

REFERENCES..... 33

APPENDICES 34

Appendix 1: List of Informants 34

Appendix 2: List of Interview Questions 35

Appendix 3: Internship Photos 36

Appendix 4: Logbo..... 38

Appendix 5: Curriculum Vitae 41