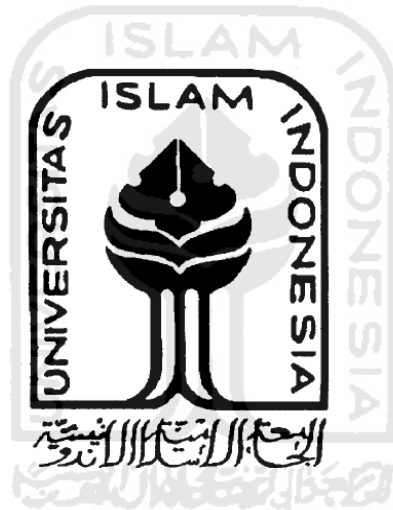


FINAL REPORT

**DESCRIPTIVE STUDY OF PUBLIC RELATIONS PRACTICES
IN PUBLIC RELATIONS & PROTOCOL DEPARTMENT AT
ISLAMIC UNIVERSITY OF INDONESIA**

**Presented as Partial Fulfillment of the Requirements to Obtain an *Ahli*
Madya in English**



By:

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**ENGLISH STUDY PROGRAM DIPLOMA 3
FACULTY OF PSYCHOLOGY AND SOCIO-CULTURAL SCIENCES
UNIVERSITAS ISLAM INDONESIA**

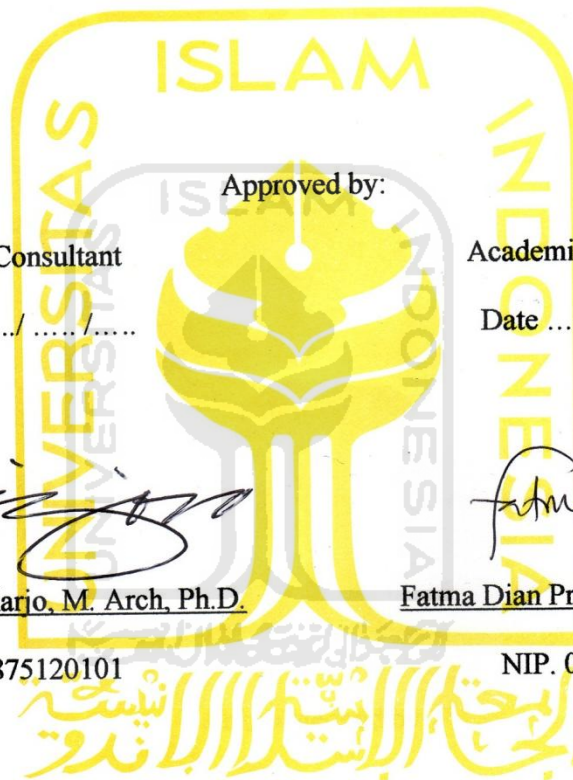
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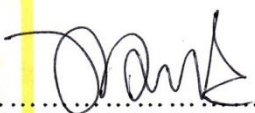
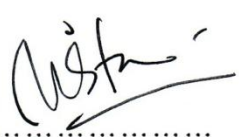
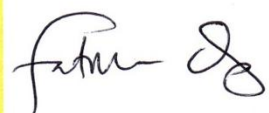
APPROVAL PAGE

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Yogyakarta, Februari 2012

Yang menyatakan

Galuh Wandita Prawesti

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ABSTRACT

DESCRIPTIVE STUDY OF PUBLIC RELATIONS PRACTICES IN PUBLIC RELATIONS & PROTOCOL DEPARTMENT AT ISLAMIC UNIVERSITY OF INDONESIA

By
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Public Relations is the management function that establishes and maintains mutually beneficial relationship between an organization and the public, both internal and external parties through public relations activities. As the oldest university in Yogyakarta and the oldest private university in Indonesia, this university also conducts public relations activities to promote brand, corporate image, get students, and research fund under the Public Relations & Protocol Department. In relation to that, this study is aimed to investigate the public relation practices of the university.

In this study, the writer conducted observation, interview, and data collection for this final report. The results of the observation show that Public relations practices in Islamic University of Indonesia have not been appropriate with the existing theory of public relations. This department only focuses on media relations and other activities handled by other department. That is why, the public relations activities cannot be integrated well in one department. It should be organized in one department so that it can improve university's image. The accomplishment of this field study will help the Public Relations and Protocol Department Islamic University of Indonesia, to evaluate its public relations system. Further, this department can improve its system.

Keywords: public relations, the implementation of PR

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CHAPTER I

INTRODUCTION

The chapter mainly discusses Background of Study Field, Field Setting, and The Significance of The Field Study.

I.1 Background of the Field Study

Globalization era forces us to accept the fact that in the business world, we have to take the roles to face the economy toward the free markets. The development of free markets have shaped the world's economic ties with AFTA (ASEAN Free Trade Area) and APEC (Asia Pacific Economic Cooperation), this consequently, has been encouraging companies to carry out its public relations activities in order to prosper the surrounding community such as internal and external relations. Internal and external relations are important for companies because both parties are the target of public relations activities. That is why, companies need public relations department to make communication process to both parties, as a step to establish good relationship in order to reach the purpose, develop and maintain a positive reputation.

University is one of the educational institution that needs public relations activities to promote brands, places, ideas, create corporate image, and also instill confidence service and attention given by university to the

public. Also, there is a competition between universities that force it to enhance public relations activities.

Islamic University of Indonesia as the oldest university in Yogyakarta and the oldest private university in Indonesia also conducts public relations activities. This is very important because private universities are higher education institutions without any government interference such as that in public universities. Without public relations activities, the university will be difficult to get students, community grants, and research fund. Therefore, this university does many public relations activities under Public relations & Protocol Department.

The writer decided Public Relations & Protocol Department Islamic University of Indonesia as the place to do the field study because as a private university, it is important to establish a good relationship with publics by doing public relations such as Media Relations, Customer Relations, Corporate Social Responsibility, and so on. Therefore, in this case the writer will focus on whether public relations activities that had been done by UII is appropriate with the existing public relations's theory.

I.2 Field Setting

The field study took place in Public Relations & Protocol Department Islamic University of Indonesia from August 9, 2011 to August 23, 2011. The setting of field study located in Kaliurang Street 14,5 Yogyakarta. This department has five staffs consisting of two permanent employees, a new employee, and two left are the part-time employees.

I.2.1 History of Islamic University of Indonesia

The idea of Islamic University of Indonesia originally came from the desire of the leaders, both national and local leaders to establish an Islamic University, although at that time in World War II. Since Indonesia was under Japanese occupation (1942-1945), the Islamic party must be merged unless the four major organizations that joined in MIAI, NU, Muhammadiyah, PUI based in Majalengka, and PUII based in Sukabumi. Then the four organizations incorporated in a single party Masjoemi, which was a new incarnation in MIAI. As the realization of that decision, then in April 1945, Masjoemi held the meeting attended by representatives from NU, Muhammadiyah, PUI, PUII, Moeslim Leaders and intellectuals also government officials from the Ministry of Religious Affairs. The meeting had decided to form a committee planner establishment STI.

After the official announcement for the establishment of a college is compiled with, then Islamic high School that had aspired can be opened officially. For the purposes of the opening ceremony and the education capital, the Ministry of Religious Affairs Japan Government provided assistance of Rp 100.000,-. The opening ceremony of STI was on Sunday, 27 Rajab 1364 or July 8, 1945 at the central immigration office, Gondangdia, Jakarta. The date was chosen because it was coincided with the day of Isra' Mi'raj of

Prophet Muhammad SAW, as the founders wish a good hope for STI to become symbol of praying and could achieve the progress. The ceremony was attended by important figures in the official ceremony.

After 40 days of the establishment of STI and then moved from Jakarta to Yogyakarta, its founders wanted to develop STI into a university. Thus, on December 14, 1947, through a valid session, the committee is set to change Islamic high school into Islamic University of Indonesia. After UII was officially opened on June 5, 1948, the courses began to run less smooth. The courses could only run until mid December 1948 because Dutch military aggression to Yogyakarta, which was still as the capital city of Indonesia. As a result UII closed temporarily, because the students, administrators, and professors joined the Sabil Army under the Moeslem Leadership to against the Dutch.

Nevertheless, the committee's spirit to continue UII never stopped. During the war, K.H. A. Kahar Muzakkir still managed to hold UII fourth anniversary ceremony on Wednesday 27 Rajab 1368 or May 25, 1949, as a sign that UII was still there although closed for a while. The ceremony was conducted in a Tegalayang village, Srandakan Bantul, which got pretty good reception from the civilian, the military, and local community. At the event delivered two important speeches, the rector speech of UII, K.H. A.

Kahar Muzakkir about “The Basics of Socialism in Islam” and Sulaiman’s speech “History of the Christian Broadcasting in Indonesia”.

After the situation began to secure and war began to subside, the committee began to continue the running of UII. Unfortunately, as the result of the war, UII lost many properties especially important documents, including opening speeches of UII. To run the organization, in September 1949 UII opened a secretariat office for Dewan Pengurus Badan Wakaf dan Universitas in Gerjen Kauman, led by K. Malikus Soeparto.

Two months later, on November 1949, the courses started with the number of faculties were still same and determined by the committee for improvement of STI. There were Faculty of Religion, Faculty of Law, Faculty of Education, and Faculty of Economics (Djauhari Muhsin, Arief Ahyat, 2002).

I.2.2 History of Public Relations & Protocol Department UII

According to the vision and mission to achieve parallelism with the university in developing countries, Islamic University of Indonesia has made various effort, both internally and externally. Internally, UII has made development master planning and strategic plan that refers to the vision and mission of UII, to the world class university. While externally, UII made efforts to establish good relations and cooperation with various institutions

both nationally and internationally. The role of public relations is less important with other elements. Under Zainal Dahlan leadership, the eighth rector of UII, the establishment of public relations since 1990, helped build all success.

The development of UII including physically, academically, and institutionally until 2010. There are supporting elements which consist of a number of the agency and the directorate that significantly contribute to this university. Agency and the directorate include: Academic Development Authority, Quality Assurance Agency, Information Systems Agency, National Ethics and Law, Planning Agency, Directorate of Academic Affairs, Directorate of Libraries, Directorate of Research and Community Services, Directorate of Finance and Budget, Directorate of Organization and Human Resources, Directorate of Marketing, Advancement, and Alumnus, Directorate of Education and Development Islam Religion, Directorate of talents/interest and Student Welfare. While software development (curriculum, teaching and learning, skills and academic culture) are other activities to occupy a position as a leading university. Agency and directorate above run simultaneously with news division like public relations and UII news. Linking these two elements develop positive image of UII to internal and external parties. These two

elements are established under the Vice Rector III together with the Directorate, Institute, and other division heads.

Public relations & Protocol Department related to Directorate of Organization and Human Resources. This directorate has relation with Head of Division Human Resource Development, Head of Division Administration, and Head of Division common administration and public relations. In its activities, Public Relations & Protocol Department UII has close links with the Directorate of Marketing. The function of Public Relations is applied in order to support a UII marketing strategy.

Islamic University of Indonesia's strategic plan 2006-2010 directed the effort for preparation and completion of Teaching University as a foundation research university development. The strategic plans of UII are translated through several strategic work plan: first, improving the quality and academic relevance to gain competitiveness and competition to encourage new students interest. Second, improving the quality and relevance of research to prepare UII as the Research University. Third, improving the quality community service to enhance corporate social responsibility. Fourth, improving the quality and quantity Islamic proselytizing to create UII as the contributor source of Islamic thoughts.

I.2.3 Organizational Structure of Public Relations and Protocol Department Islamic University of Indonesia

The organizational structure of public relations can be specified that Public Relations and Protocol Department of Islamic University of Indonesia has the function as media relations in accordance with the authority.

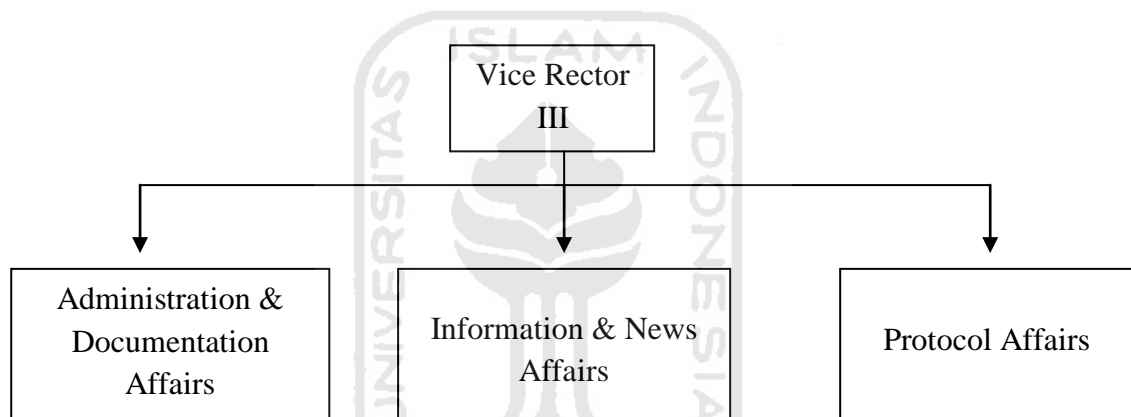


Figure I.1
Organizational structure of Public Relations and Protocol Department
Islamic University of Indonesia

I.3 The Significance of the Field Study

There are many advantages for both institutions, Public Relations and Protocol Department as the place that facilitates the field study and English study program Diploma III.

For the writer, this field study is a form of the knowledge application of what the writer has studied in Business Concentration of English Study

Program Diploma III. The writer also gets more experience in public relations world.

Hopefully, the accomplishment of this field study will help the Public Relations and Protocol Department Islamic University of Indonesia, to evaluate its public relations system. Further, this department can improve its system, and the English Study Program Diploma III can provide more case studies for the students especially in Business Concentration.



CHAPTER II

SUBJECT REPORT

This chapter mainly discusses Rationale, Review of Related Literature and Finding & Discussion.

A. Rationale

These days, Public Relations (PR) has a very important position in an organization, especially when the organization often interacts with the community. Public Relations determine the organization in the public's eyes. This is because PR is an important front liner to communicate with the community. PR determines an organization's positive image in public's eyes and create a relations with the community that will determine how the organization is socializing in the society. In other words, the role of PR is building relationship, especially communication between organizations with community. That is why, PR is important to manage communication management.

Cutlip (2000: 1) stated that Public Relations is the management function that establishes and maintains mutually beneficial relationship between an organization and the public on whom its success or failure depend. In carrying out its management function, a PR always does the communication process to the public to make the communication process to

the public, as a way to establish good relationship in order to reach the purpose to build, develop, and maintain a positive image.

As described above, the function of the public relations is to establish and maintain good relationship between both parties through public relations activities. It can be media relations, customer relations, management crisis, corporate social responsibility, and so on. Usually this activities are conducted by public relations department. To create a positive image, everyone knows that these activities are the main duties of public relations. In fact, the discrepancy between public relations theory and the implementation of it is not easily reached. Sometimes, an organization just do one of the public relations duties and the activities are not focused on public relations department itself. Some activities are run by the other department that not related with public relations world. This is incompatible with the theory of Public Relations.

Considering the importance of public relations in an organization, for this final report, the writer chose “Descriptive Study of Public Relation Practice In Public Relations & Protocol Department at Islamic University of Indonesia” as the topic because as the closest part to the public relations world, Public Relations & Protocol Department Islamic University of Indonesia has to do public relations activities in order to create a good relationship between organization and its public. Thus, the writer intended to find the answers to the following questions:

1. What are the activities of Public Relation Department at UII?

2. Have the public relations activities at UII been appropriate with the existing public relations theory?

B. Review of Related Literature

In this chapter, the writer discusses theoretical reviews of this study. There is a main point that will be described that is the discrepancy between the implementation of public relations in reality and theory of public relation.

B.1. Descriptive Study

The writer uses descriptive study. This is the type of data related to research problems that come from books, other sources that support this final report.

Descriptive research is a form of research that is aimed to describe existing phenomena, both natural phenomena and man-made phenomenon. The phenomenon could be the shape, activity, characteristics, changes, relationship, similarities, and differences between one phenomenon with another phenomenon (Sukmadinata, 2006: 72). Descriptive research is research that attempts to describe and interpret things, such as conditions or existing relationships, a growing opinion, an ongoing process, a result or effect that occurs, or about the ongoing trend.

Furchan explains that “research is descriptive study designed to obtain information about the status of a phenomenon when the study was conducted. Further described, in a descriptive study there are no

treatment given or controlled and no hypothesis test as found in experimental research” (2004: 447).

The characteristics of descriptive study are descriptive research tends to describe a phenomenon as it is by reviewing on a regular basis-tight, give priority to objectivity, and done carefully, no treatment is administered or controlled and the absence of hypothesis testing (Furchan, 2004).

B.2. Public Relations

A service company is not easy to convey positive information about the organization and their products. Also, it is not just enough to have a goodwill to serve their customers. Moreover, a service company should be able to develop various strategies in order to convey the organization's goodwill to its public so that the goodwill can be understood by the public. This purpose is to create a positive opinion. That is why, an organization needs the right people such as Public relations practitioner to create a better understanding between company and its public.

Jefkins (1998) stated that Public Relations involves each organization's interest, it can be commercial or non-commercial organization. According to International Public Relations dictionary, public relations practice is the overall effort, which took place in planned and sustainable manner in order to create and maintain goodwill and mutual understanding between the organizations and the

entire audience. When talking about the existence of a business organization, the existence of an organization will greatly depend on the public relations department in creating goodwill and understanding between the organization and its publics, because when understanding is reached then the organization's goals will be achieved more effectively and efficiently.

The effective Public Relations has a careful plan and builds a positive image to the public. PR certainly should not lie because once they lie, PR are no longer trusted by the public. Meanwhile, modern PR is PR that can utilize media, because now we can not escape the role of the media. It could be said that media determine whether we can win or lose (Nurudin, 2008: 6).

Another definition given by The International Public Relations Association as quoted by Effendy (1998: 134) who agreed to give the definition of Public Relations as: "a management functions of a continuing and planned character, through which public and private organizations and institutions seek to win and retain the understanding, sympathy and support of those with whom they are or maybe concerned-by evaluating public opinion about themselves, in order to correlate as far possible, their own policies and procedure to achieve, by planned and widespread information, more productive cooperation and more efficient fulfillment of their common interest".

According to Cutlip (2006: 6) elements commonly found in many definitions of PR stated that PR should perform planned and sustainable programs as part of the organizational management, handle relationship between organization and its public, monitoring awareness; opinion, attitudes, and behavior inside and outside the organization, analyzing the impact of policies, procedures, and actions against public, identify policies, procedures, and actions against public interest and organization, advising management in term of the formation of new policies, new procedures, and the actions that beneficial to both, establish and maintain two ways communication, create a measurable change in awareness, opinions, attitudes, and behavior inside and outside the organization, generating a new relationship and or remain between the organization and its publics.

B.2.1. The Functions and Duties of Public Relations

Based on the definitions by experts, we can see that the function of Public Relations is to maintain good relationships between the organization and its publics through communication activities, both internal and external.

Public relations activities according to Cutlip, Center and Canfield (1982), quoted by Ruslan present five functions of Public Relations. There are supporting management activities in achieving organizational objectives, creating harmonious relations between organization with the public, both external and internal public,

identified all the things that related to opinions, perceptions and community responses, creating a reciprocal two-way communication with distribute information from organization to the public and channeled public opinion to the organization, serving the public and giving advice to the head of the organization in the public interest.

The function of Public Relations is basically helping the efforts of management to achieve the organizational goals by conducting two-way communication. This shows that PR is not a management tool that can be eliminated because this function is attached to the management.

It is important for company to gain public support from both internal and external, because the success of the company cannot be separated from the public and corporate confidence. Thus, cooperation can be expected because it shows not for purely selfish interests.

In addition, as stated by F. Rachmadi (1994: 21) public relations duties and obligations can be described as convey a message or information from the company through oral, written or visual to the public, so that the public get the correct and proper understanding about the condition of the company, its objectives and activities, conducted a study and analysis of the reaction of public responses to policy and action steps the company, including all sorts of public opinion that affect the company, provided information to the officer (executive) about public acceptance or non acceptance of the ways

and service company to the public, convey facts and opinions to the executive duties to assist them in providing an impressive and satisfying the public.

B.2.2. Public Relations Objectives

Activities that are carried out by Public Relations is aimed essentially to influence and change opinions, attitudes and public behavior to support the policy of the institution. Charles S. Stenberg stated that:

"The goal of Public Relations is to develop a goodwill and obtain a favorable public opinion or creating a partnership based on a harmonious relationship with various publics, public relations activities are deployed in and out." (Abdurrachman, 1990: 34).

Thus, the organization is the scope of activities of any form of cooperation between humans, need to create the active participation conditions that maintain continuously with harmonious situation and condition and mutually beneficial to both parties.

B.2.3. Public in Public Relations

Public in public relations is the main target of public relations activities. The public is also known as stakeholders, people and interested parties against the company. The classification of public in public relations by Soemirat (2004: 16) are:

1. Public internal and external: Internal public is the public inside organization, while external public is a public that does not directly related to the organization.
2. Public primary, secondary, and marginal: public primary is an influential public in the company, the secondary is decisive, while the marginal is a public that has no effect.
3. Traditional and future public: employees and customers are traditional public, while people who have never used the company's product it is called potential or future public. For examples are student, researcher, and lecturer.
4. Proponents, opponent and uncommitted Public: public support (proponents), against (opponents) and who does not care about the company (uncommitted).
5. Silent majority and vocal minority can be seen from the public activity in submit a complaint or support, is divided into vocal (active) and silent (passive).

Public determination based on classification need to be done.

There are something that underline this action: (a) To determine the most appropriate target in the public relations activities, (b) To create scale priority, (c) To determine media selection, (d) To prepare messages to be delivered, in order to be fast and more easily accepted.

This classification will facilitate the task of public relations in building good communication with its stakeholders, so that the objectives of public relations to create a positive image can be achieved.

B.3 Public Relations & Protocol Department at Islamic University of Indonesia

Public relations & Protocol Department related to Directorate of Organization and Human Resources. This directorate has relation with Head of Division Human Resource Development, Head of Division Administration, and Head of Division common administration and public relations. In its activities, Public Relations & Protocol Department UII has close links with the Directorate of Marketing. The function of Public Relations is applied in order to support a UII marketing strategy.

This department more focused on media relations activities. This can be seen from the daily activities include in news coverage, news clippings, documentation of an event, advertising, promotion, and press releases. Media relations activities that had been done by this department focus on UII. The other activities had been done by another department that not related in PR world.

C. Finding and Discussion

C.1. Finding

During the field study in Public Relations & Protocol Department Islamic University of Indonesia, there were some activities that the writer did. The activities that the writer did were based on the public relations activities. On the first day, the writer was introduced to all of the staffs and the public relations activities in Public Relations & Protocol Department

Islamic University of Indonesia. On that day, the writer took the data about the organizational structure, history of Islamic University of Indonesia and also history of public relations and protocol department.

On the second day, the writer observed public relations activities and take part in PR activities. The writer helped one of the staff to cover news during March 2011.

The third day, the writer met Yuli Andriansyah, public relations coordinator in 2008. From the interviews and service report found that this department focus on media relations as the public relations activities. Mr. Andriansyah said that the percentage of media relations activities in public relations & protocol department is more focused on than any other public relations activities. At that time, public relations and protocol department called the public administration and public relations division under the Directorate of Organization and Human Resources. However, many activities associated with the unit and other areas, which became part of the duty as public relations staffs. The duty that have been implemented include the following protocol (receive and manage the arrival of guest, both local and abroad), media relations (composing and sending news releases to the media, organizing activities for reporter on UII's environment, facilitating journalists and academic community of UII, news clipping, etc), internal and external relations (communicating university's activities to academic community, collect and distributes informations to

any unit that requires), and the duty of mentoring (prepare a speech, accompany and document the activities of leaders and university).

The fourth days, the writer did the recapitulations of news until the last day of data collection and also did an interview to Public Relations & Protocol Department staffs and got the blue print public relations development at Islamic University of Indonesia, new organizational structures, the example of graduation speech and the press releases.

The table below shows the activities that the writer did based on the public relations activities.

Table II.1

The activities that the writer did were based on the public relations activities

No.	Date	Activity
1	March 10, 2011	The writer was introduced to all of the staffs and the public relations activities, took the data about the organizational structure, history of Islamic University of Indonesia and also history of public relations and protocol department.
2	April 12, 2011	Observed public relations activities and take part in PR activities. The writer helped one of the staff to cover news during March 2011.
3	August 9, 2011	The writer interview Yuli Andriansyah, public relations coordinator in 2008.
4	August 15, 16, 19, 23 2011	The writer did the recapitulations of news until the last day of data collection and also did an interview to Public Relations & Protocol Department staffs and got the blue print public relations development at Islamic University of Indonesia, new organizational structures, the example of graduation speech and the press releases.

C.2 Discussion

Based on the finding, Public Relations & Protocol Department of Islamic University of Indonesia are more focused on media relations activities. This can be seen from the daily activities include in news coverage, news clippings, documentation of an event, advertising, promotion, and press releases. Media relations activities that had been done by this department focus on UII.

Modern PR is PR that can utilize media, because now we cannot escape from the role of media. It could be said, media determine whether we can win or lose. But keep it mind that public relations should not only skilled in media relations but also other relations to establish and maintain mutual understanding with internal and external public (Nurudin, 2008).

Public relations and protocol department which only focuses on media relations activities are inconsistent with the theory of public relations duties. According to Effendy (1998: 138) public relations should serve the public interest. Public relations is the intermediary between the head of the organization with the public, both internal and external public. The implementation of internal public relations includes employee relations and stakeholder relations, while the implementation of external public relations includes customer relations, community relations, government relations, and press relations.

Until now, the public relations and protocol department of UII only do media relations activities. This is very inconsistent with the theory of

public relations duties. This department should have a good relationship not only in media relations but also the other relations for both internal and external parties.

It is also incompatible with Public relations activities according to Cutlip, Center and Canfield (1982), quoted by Rosady Ruslan present five functions of Public Relations. They stated that the second function of Public Relations is creating harmonious relations between organization with the public, both external and internal public. From the theory above, it is known that the Public Relations and Protocol Department only perform the second function that is harmonious relations between organization with the public, both external and internal public. But, this department is only doing external relations that focused on media relations.

The discrepancy between the implementation of Public Relations practice in Islamic University of Indonesia and the existing theory of Public Relations is shown in table I.I below:

Table II.2
The discrepancy between the implementation of Public Relations practice in Islamic University of Indonesia and the existing theory of Public Relations

Public Relations and Protocol Departement of Islamic University Indonesia	Theory
Focuses in media relations (news coverage, news clippings, documentation of an event, advertising, promotion, press releases) as <i>external relations</i> .	Public relations activities according to Cutlip, Center and Canfield (1982), quoted by Rosady Ruslan present five functions of Public Relations: 1. Supporting management activities in achieving organizational objectives. 2. Creating harmonious relations between organization with the

public, both *external* and internal public.

3. Identified all the things that related to opinions, perceptions and community responses.
4. Creating a reciprocal two-way communication with distribute information from organization to the public and channeled public opinion to the organization.
5. Serving the public and giving advice to the head of the organization in the public interest.



CHAPTER III

CONCLUSIONS & SUGGESTIONS

In this chapter the writer will discuss the conclusion and suggestion that she has discussed in the previous chapters.

Conclusion

1. Public Relations & Protocol Department of Islamic University of Indonesia are more focused on media relations activities. This can be seen from the daily activities which include news coverage, news clippings, documentation of an event, advertising, promotion, and press releases. Media relations activities that had been done by this department focus on UII.
2. Public relations practice in Islamic University of Indonesia has not fully appropriate with the existing public relations's theory. Public Relations and Protocol Department Islamic University of Indonesia only focuses on media relations or deal with the press. Whereas public relations does not only need to establish relationship with the press, but also with the various parties such as the surrounding community, internal and external parties. In the future, Islamic University of Indonesia is expected more focus on public relations activities so that to create and improve the image of this university can be well organized.

Suggestions

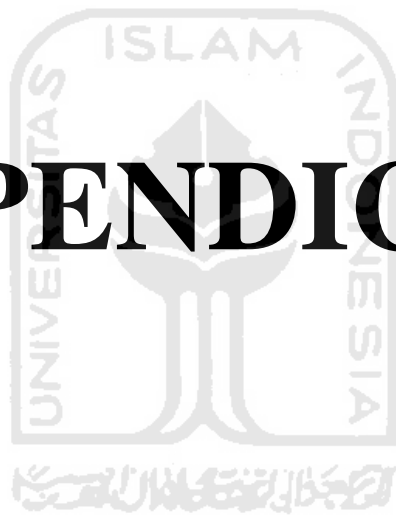
1. PR work at Islamic University of Indonesia not integrated well in one department. It should be integrated in one department so can create the university's image well.
2. The implementation of public relations activities in Islamic University of Indonesia should not only just focused on media relations but also the other activities such as customer relations, employee relations, corporate social responsibility that can improve the image of university.



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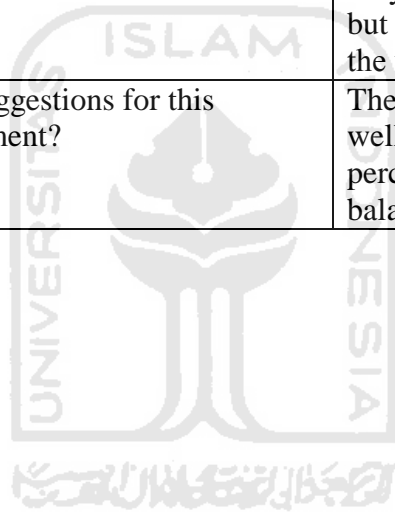
APPENDICES



The interviews questions explained as seen in the following:

Table II.3 The questions for interviews

Question Number	Questions	Answers
1.	What kind of activities did you do as a coordinator in 2008?	Protocol activities, media relations, internal & external relations, the duty of committee and mentoring activities.
2.	How the department should work?	This department should handle kind of activities that related to PR. It is more effective and efficient if this department not only focus on media relations but other relations to improve the university's image.
3.	Any suggestions for this department?	The activities should integrated well in one department and the percentage of the activities are balance each other.



UNIVERSITAS ISLAM INDONESIA

Kampus Universitas Islam Indonesia, Gedung Rektorat, Jl. Kaliurang Km. 14,5, Yogyakarta 55584
Telp. (0274) 898444 (Hunting); Fax. (0274) 898459; Http://www.uii.ac.id; E-mail: rektorat@uui.ac.id

Nomor : 314 /WR.II/70/DOSDM/II/2011
Hal : Pemberian izin Praktek Kerja Lapangan

2 Februari 2011

Kepada Yth.
Kepala Program Studi Bahasa Inggris Diploma 3
Fakultas Psikologi dan Ilmu Sosial Budaya
Universitas Islam Indonesia
Di Yogyakarta

Assalamu'alaikum wr.wb.,

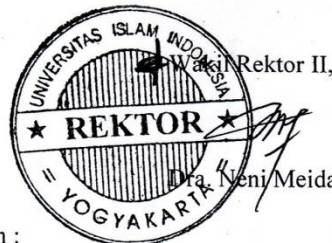
Menjawab surat Saudara nomor 32/Ka.Prodi/70/B.Ing/I/2011 perihal permohonan izin Praktek Kerja Lapangan (PKL), dengan ini disampaikan bahwa kami tidak berkeberatan / dapat memberikan izin PKL tersebut di Humas Universitas Islam Indonesia (UII) kepada saudara :

Nama : Galuh Wandita Prawesti
No. Mhs. : 09 221 012 / Prodi Bahasa Inggris
Fakultas : Fakultas Psikologi dan Ilmu Sosial Budaya UII

dengan catatan pada pelaksanaannya tidak mengganggu proses administrasi di UII. Untuk itu yang berkepentingan dipersilahkan berkoordinasi dengan pimpinan Humas UII terkait sesuai prosedur yang berlaku pada unit tersebut.

Demikian, atas perhatian Saudara diucapkan terima kasih.

Wassalamu'alaikum wr.wb.



Wakil Rektor II,

Dra. Neni Meidawati, M.Si, Ak.

Tembusan disampaikan Kepada Yth :

1. Pimpinan Humas UII
2. Sdr. Galuh Wandita Prawesti

No.	Tanggal - Jam	Kegiatan	Hasil	Tanda Tangan	
				Pembimbing Lapangan	Pembimbing TABS
1.	10 Maret 2011 09.15 - 12.00	ambil data sejarah U11, sejarah Humas struktur organisasi.			
2.	12 April 2011 9.30 - 11.30	Rekap Berita Maret 2011 (mas Ibnu)			
3.	5 Agustus 2011 10.00 - 15.00	kegiatan yg dilakukan di Humas - wawancara dg Niz Yuli Andriansyah	Humas Fokus pada pembestaaan - laporan pengabdian Humas		
4.	15 Agustus 2011 09.00 - 12.00	- Rekap berita bulan Agustus	- Rekap berita		
5.	16 Agustus 2011 09.30 - 15.00	- rekap berita	- blue print pengembangan PR U11		
6.	19 Agustus 2011 13.00 - 15.00	- wawancara mb Ria - Rekap berita	struktur organisasi terbaru. job desk		
7.	23 Agustus 2011 13.00 - 15.00	- audit - Rekap berita	- Rekap berita - Sambutan wisuda - press release		

UNIVERSITAS ISLAM INDONESIA

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Telp. (0274) 898444 (Hunting); Fax. (0274) 898459; Http://www.uui.ac.id; E-mail:rektorat@uui.ac.id

PERATURAN REKTOR UNIVERSITAS ISLAM INDONESIA

Nomor : 23/PR/Rek/VIII/2011

Tentang

HUBUNGAN MASYARAKAT DAN KEPROTOKOLAN UNIVERSITAS ISLAM INDONESIA

Bismillahirrahmanirrahiim

Rektor Universitas Islam Indonesia

Setelah :

Menimbang

- : a. bahwa menjalin hubungan dengan masyarakat dan pemberian informasi mengenai dinamika dan aktifitas Universitas Islam Indonesia sangatlah diperlukan.
- b. bahwa untuk menghormati masyarakat dan mitra kerja Universitas Islam Indonesia dengan baik diperlukan pengaturan keprotokolan yang sesuai dengan dinamika yang tumbuh dan berkembang.
- c. bahwa berdasarkan pertimbangan sebagaimana dimaksud dalam huruf a dan b, dipandang perlu membentuk Peraturan Rektor tentang Hubungan Masyarakat dan keprotokolan.

Mengingat

- : 1. Undang-Undang RI Nomor 20 tahun 2008 tentang Keterbukaan Informasi Publik
2. Undang – Undang Nomor 9 Tahun 2010 tentang Keprotokolan
3. Statuta Universitas Islam Indonesia 2009.

Memperhatikan

: Rapat Pimpinan Universitas tanggal 30 Juli 2011.

MEMUTUSKAN

Menetapkan

: **PERATURAN REKTOR UNIVERSITAS ISLAM
INDONESIA TENTANG HUBUNGAN
MASYARAKAT DAN KEPROTOKOLAN
UNIVERSITAS ISLAM INDONESIA**

Pasal 1 Ketentuan Umum

Di dalam Peraturan ini yang dimaksud dengan:

1. Universitas adalah Universitas Islam Indonesia.
2. Pimpinan Universitas adalah Rektor dan Wakil Rektor.
3. Rektor adalah Rektor Universitas.
4. Wakil Rektor adalah Wakil Rektor dilingkungan Universitas.
5. Hubungan masyarakat selanjutnya disebut humas adalah seni menciptakan pengertian publik yang lebih baik sehingga dapat memperdalam kepercayaan publik terhadap Universitas yang dilakukan dengan terencana dan berkelanjutan.
6. Keprotokolan adalah serangkaian kegiatan yang berkaitan dengan aturan dalam acara di lingkungan Universitas yang meliputi tata tempat, tata upacara, dan tata penghormatan sebagai bentuk penghormatan kepada seseorang sesuai dengan jabatan dan/atau kedudukannya.

Pasal 2 Kedudukan

Humas dan Keprotokolan merupakan unit di lingkungan Sekretariat Universitas yang dipimpin oleh Sekretaris Universitas yang berkedudukan langsung dibawah Rektor.

Pasal 3 Tugas

- (1) Menyusun konsep rancangan kerja dan anggaran bidang humas dan keprotokolan.
- (2) Menyusun konsep juklak dan juknis di bidang humas dan keprotokolan
- (3) Melakukan urusan keprotokolan.
- (4) Mengembangkan dan memelihara hubungan masyarakat.
- (5) Mengelola kegiatan pencitraan Universitas.
- (6) Mensosialisasikan berbagai kebijakan dan program Universitas kepada media.
- (7) Mengembangkan dan mengelola kegiatan dokumentasi dan publikasi Universitas.
- (8) Mengkoordinasikan dan/atau mempersiapkan naskah sambutan/pidato Rektor.
- (9) Mengkoordinasikan kegiatan lembaga atau unit kerja dilingkungan Universitas yang akan dihadiri pimpinan Universitas.

Pasal 4 Fungsi

Hubungan Masyarakat dan Keprotokolan berfungsi :

1. Menjadi juru bicara Universitas.

2. Supervisi dan monitoring pemberitaan Universitas.
3. Fasilitator hubungan media.
4. Keprotokolan Pimpinan Universitas.

Pasal 5 Bidang Kerja

Urusan di bidang hubungan masyarakat dan keprotokolan terdiri dari :

1. Administrasi dan Dokumentasi
2. Informasi dan Pemberitaan.
3. Keprotokolan.

Pasal 6 Urusan Administrasi dan Dokumentasi Pemberitaan

- (1) Mengelola administrasi dan keuangan humas dan keprotokolan.
- (2) Melaksanakan penyimpanan dokumen dan arsip bidang humas dan keprotokolan.
- (3) Mengelola dokumentasi dan publikasi Universitas.

Pasal 7 Urusan Informasi dan Pemberitaan

- (1) Memantau perkembangan wawasan dan topik terbaru untuk bahan Pimpinan Universitas.
- (2) Mengkoordinasikan dan/atau mempersiapkan bahan/naskah sambutan atau pidato Rektor/Pimpinan Universitas.
- (3) Mempersiapkan materi konferensi pers.
- (4) Melakukan komunikasi dan koordinasi dengan berbagai media (wartawan).
- (5) Mengelola pemberitaan di *website* Universitas.
- (6) Melakukan peliputan kegiatan dan pembuatan berita.

Pasal 8 Urusan Keprotokolan

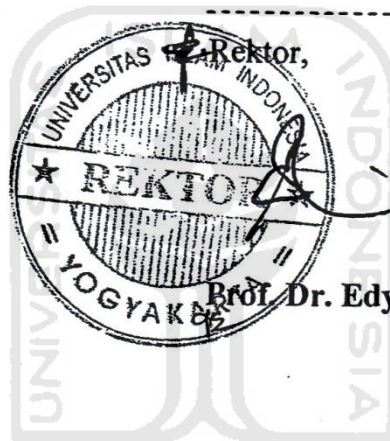
- (1) Mengkoordinasikan tata tempat, tata penghormatan dan tata upacara sesuai dengan ketentuan yang berlaku.
- (2) Mengkoordinasikan kelengkapan acara yang akan dihadiri pimpinan Universitas.
- (3) Mengkoordinasikan penerimaan tamu universitas.
- (4) Menyiapkan kelengkapan rapat atau pertemuan pimpinan Universitas.
- (5) Menyusun susunan acara dan skenario universitas sesuai ketentuan.
- (6) Melaksanakan tugas lain yang berhubungan dengan kekeprotokolan.

Pasal 9
Penutup

- (1) Hal-hal yang belum diatur dalam Peraturan ini akan diatur tersendiri.
- (2) Peraturan ini mulai berlaku sejak tanggal ditetapkan.

Billahittaufiq wal hidayah

Ditetapkan di : Yogyakarta
Pada tanggal : 8 Agustus 2011



Prof. Dr. Edy Suandi Hamid, M.Ec.

Membangun *Road Map* Akreditasi Internasional Pendidikan Tinggi Arsitektur di Indonesia

press release 21 September 2011

Jurusan Arsitektur Universitas Islam Indonesia memprakarsai terjalannya *road map* menuju akreditasi pendidikan arsitektur di Indonesia yang sejalan dengan komunitas internasional. Hal inilah yang menjadi tema utama dalam seminar & workshop yang bertajuk "Towards International Accreditation of Schools of Architecture in Indonesia" yang merupakan kerja bersama Jurusan Arsitektur UII, Ikatan Arsitek Indonesia (IAI) Daerah Istimewa Yogyakarta dan Asosiasi Perguruan Tinggi Arsitektur Indonesia (APTARI). Diselenggarakan selama 2 hari (21 - 22 September 2011) seminar dan workshop ini menghadirkan dua orang narasumber dari Korean Architectural Accrediting Board (KAAB) yaitu Prof. Dr. Jaepil Choi dan Dr. Jihnyuk Lee (Korea), Profesor Johannes Widodo dari National University of Singapore (NUS), ketua IAI Pusat Ir. Endy Subijono, IAI serta ketua umum APTARI Kemas Ridwan Kurniawan, PhD. Dr. Ing. Heru Poerbo, ketua Jurusan Arsitektur Institut Teknologi Bandung (ITB). Seminar dan Workshop ini dihadiri oleh berbagai utusan Jurusan / Program Studi Arsitektur dari berbagai perguruan tinggi di Indonesia dan utusan IAI Daerah Istimewa Yogyakarta.

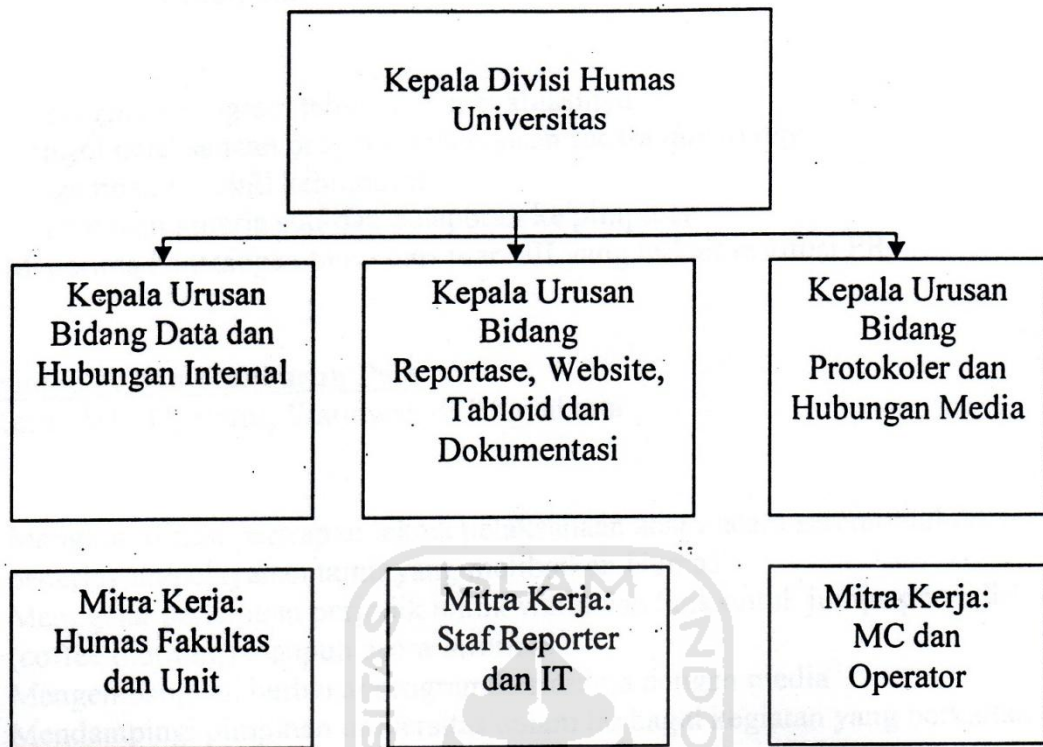
Proses akreditasi ini merupakan salah satu milestone untuk mencapai pengakuan internasional yang menjadi tujuan akhir pengembangan Jurusan dalam Rencana Strategis 2011 - 2020. yang sebenarnya sudah dimulai sejak pencanangan visi Jurusan Arsitektur di tahun 1995an yang menetapkan akreditasi internasional. Menurut Ketua Jurusan Arsitektur Dr. Ing. Ilya F. Maharika, IAI, kegiatan ini dapat terselenggara karena Jurusan Arsitektur memperoleh dukungan dari Program Hibah Kompetisi Pengembangan Program Studi Unggulan dari Universitas Islam Indonesia 2011. Diharapkan dengan hibah ini akan terjadi percepatan kinerja dan kualitas bagi pengembangan Jurusan ke arah internasionalisasi tersebut. Ditambahkan oleh Ketua Tim Pelaksana Hibah Wiryono Raharjo, PhD, dalam Hibah Internasionalisasi ini Jurusan Arsitektur mengusulkan 3 program utama itu (A) Penyusunan kebijakan kurikulum Arsitektur Profesional 4+1 tahun yang mengarah pada fleksibilitas pada pemilihan struktur dan konten Kurikulum / Jalur Studi (B) Pengembangan Studio Culture yang berbasis standar internasional dan (C) Penyusunan desain input & output berorientasi internasional.

Program A berfokus pada pemantapan struktur dan konten kurikulum pendidikan 5 tahun (4+1) dan disiapkan pula untuk pengembangan ke depan hingga magister arsitektur. Kurikulum juga disiapkan untuk sesuai dengan situasi internasional (misalnya dengan siklus 3 tahun bachelor dan 2 tahun master) agar memungkinkan terjadinya dual certificate program seperti antara Jurusan Arsitektur UII (Sarjana Arsitektur) dengan universitas di luar negeri. Program B berfokus pada pengembangan proses pendidikan berupa perkuatan budaya studio yang berbasis internasional. Aktifitas diarahkan pada dosen dan mahasiswa berupa softskill komunikasi internasional dan perkuatan sarana dan prasarana untuk mendukung suasana akademik internasional. Salah satu sarana yang vital adalah studio dan laboratorium yang diarahkan agar terbentuk behavior setting seperti halnya studio di dunia pendidikan arsitektur internasional. Ketiga adalah Program C yang berfokus pada upaya memperbaiki kualitas input (calon mahasiswa) dan output (lulusan) agar cukup representatif untuk penguatan situasi akademik berstandar internasional. Perbaikan kualitas calon mahasiswa diupayakan melalui pola rekrutmen yang mempertimbangkan kemampuan bahasa internasional (dalam hal ini bahasa Inggris) dalam proporsi yang lebih tinggi daripada saat ini, dengan meraih murid pesantren modern dan sekolah menengah atas berbasis Sekolah Bertaraf Internasional (SBI) melalui desain promosi yang lebih agresif. Aktifitas kedua adalah mendesain pola penyaluran alumni untuk pasar global melalui pengembangan Architecture Alumni Career Center yang didukung kegiatan-kegiatan pembekalan dan pencarian jejaring penyaluran kerja terutama untuk pasar Asia Pasifik dan Timur Tengah.

CETAK BIRU (*BLUE PRINT*) PENGEMBANGAN PUBLIC RELATIONS UII

Daftar Isi

1. Latarbelakang-Kondisi Obyektif
2. Goals dan Strategies
3. Struktur Organisasi dan SDM
4. Pembagian Kerja
5. Program Kerja
6. Infrastruktur
7. Anggaran
8. Konsep Magang Mahasiswa



Pembagian Kerja

Kepala Humas UII

Mitra Kerja: Kepala Unit, Staf, Pers.

Tugas

1. Perencanaan program tahunan dan evaluasinya
2. Kontrol pelaksanaan program kehumasan secara *day to day*
3. Pengembangan skill kehumasan
4. Pemantauan kinerja staf dan pelaporan ke pimpinan
5. Menerima kedatangan tamu dari luar UII yang terkait institusi PR

Staf Protokoler dan Hubungan Pers

Mitra Kerja: MC, Operator, Wartawan di Yogyakarta

Tugas

1. Mengkoordinasi persiapan teknis pelaksanaan acara-acara seremonial universitas dan penerimaan/pelayanan tamu yang melibatkan Humas
2. Menggelar pertemuan periodik untuk wartawan baik untuk jumpa pers, diskusi bulanan (coffee morning) maupun acara informal
3. Mengembangkan berbagai program kerjasama dengan media
4. Mendampingi pimpinan universitas dalam berbagai kegiatan yang berkaitan dengan penyambutan tamu di dalam dan diluar kampus

Staf Data dan Hubungan Internal

Mitra Kerja: BSI, Kepala Unit, Humas Fakultas/Prodi

1. Pembentukan kanal data UII versi Humas
2. Koordinasi dengan berbagai kanal data untuk up-dating
3. Koordinasi rutin dengan humas fakultas/unit
4. Pembuatan dan dokumentasi bahan pidato pimpinan universitas

Staf Reportase, IT dan Dokumentasi

Mitra Kerja: BSI, Panitia Kegiatan, Magang, UII-News

1. Membuat press release kegiatan dan isu strategis universitas setiap hari 3 buah
2. Mengirim dan memastikan pemutan siaran pers di media
3. Melakukan pendataan berita dan informasi universitas di media
4. Melakukan evaluasi atas pemberitaan UII secara periodik
5. Melakukan peliputan (teks, foto dan AV) atas kegiatan universitas didalam/luar kampus sesuai kebutuhan
6. Menayangkan siaran pers dan hasil liputan UII di website

Program Kerja

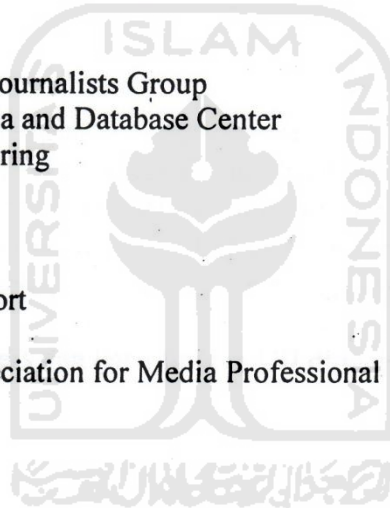
Program Rutin dan Insidental

- CD Profile-Souvenirs
- Campus Visit Guidance
- Re-newal Outdoor Promotion
- Standar operation prosedur for MC-Protokoler

- Kemitraan dengan UNISI FM Radio
- Kemitraan dengan tabloid UII-News
- Pengelolaan isi website www.uui.ac.id

- Pembentukan UII Journalists Group
- Pembentukan Media and Database Center
- Stakeholders Gathering

- Annual Media Report
- Press Conference
- Training and Appreciation for Media Professional



Konsep Magang Mahasiswa di Humas UII

Kebutuhan 3 orang,

- 1 untuk penulisan siaran pers dan pengelolaan website
- 1 untuk reporter kegiatan di dalam/luar kampus dengan kamera foto
- 1 untuk reporter kegiatan di dalam/luar kampus dengan kamera audio visual

Masa magang minimal 6 bulan dan maksimal satu tahun

Kriteria

- Mahasiswa UII, muslim-muslimah, memiliki kendaraan sendiri
- Mahasiswa tingkat akhir (semester enam ke atas) dari Prodi Komunikasi, Teknik Informatika atau Ekonomi Manajemen
- Diutamakan pernah atau masih aktif di Pers Mahasiswa
- Siap bergabung di Humas minimal enam bulan, berkantor sesuai jam kerja

Tugas-tugas

- Membuat press release kegiatan dan isu strategis universitas setiap hari 3 buah
- Mengirim dan memastikan pemutaran siaran pers di media
- Melakukan pendataan berita dan informasi universitas di media
- Melakukan evaluasi atas pemberitaan UII secara periodik
- Melakukan peliputan (teks, foto dan AV) atas kegiatan universitas didalam/luar kampus sesuai kebutuhan
- Menayangkan siaran pers dan hasil liputan UII di website

Hak

- Memperoleh kesempatan akses terhadap kegiatan Humas UII
- Berkantor dan menggunakan semua fasilitas kantor
- Memperoleh pembekalan dan sertifikat magang dari Rektor
- Dapat dikaitkan dengan tugas kuliah/bernilai SKS tertentu
- Tunjangan transportasi Rp. 20.000/hari untuk 23 hari dalam sebulan

Proses seleksi:

- Pengumuman lowongan minggu ketiga April-minggu kedua Mei 2008
- Seleksi oleh tim internal Humas UII, minggu kedua Mei 2008
- Pembekalan teknis kehumasan, minggu keempat Mei 2008
- Mulai aktif magang di Humas UII, awal Juni 2008



3/18/2008

Laporan Pengabdian Mahasiswa Unggulan

Yuli Andriansyah



Kata Pengantar

Segala puji bagi Allah SWT yang melalui kuasa-Nya manusia memperoleh petunjuk kehidupan. Shalawat dan salam kepada Baginda Nabi Saw yang melalui keluhuran akhlakNya, manusia mendapat pedoman kehidupan.

Dengan izin dan karunia-Nya, penyusun akhirnya menyelesaikan kewajiban pengabdian pascapendidikan di UII selama setahun untuk kemudian membuat dan menyerahkan laporan pengabdian ini. Pada kesempatan ini penulis ingin mengucapkan terima kasih yang terhingga kepada semua pihak yang telah membantu terselesaikannya laporan pengabdian ini, antara lain:

1. Rektor Universitas Islam Indonesia (Prof. Dr. H. Edy Suandi Hamid, M.Ec.), Wakil Rektor I (Prof. Ir. H. Sarwidi, MSCE., IP-U., Ph. D.), Wakil Rektor III (Ir. Sutarno, M.Sc.) atas segala arahan, bimbingan, pertimbangan, dan pelajaran yang diberikan selama setahun masa pengabdian berlangsung.
2. Direktur Organisasi dan Sumber Daya Manusia UII (Ery Arifuddin, S.H., M.H.), Ketua Divisi Humas (Drs. Yazid, M.M.), staf Humas (Wahidin Rapegawe, B.A., Fely Hilman, S.I.P.) atas bantuan dan kerjasama yang selama ini diberikan dalam melaksanakan amanah pengabdian.
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Mubarok, M. Kurdi, Fathurrahman, M. Donie Ekaputra (Angkatan 2002), Susilo Wibisono, Syarif Nurhidayat, Supriyadi, Wartoyo, Khoirul Ikhwan, Abdurrahman Al-Faqih, Ahmad Jupriyanto, Afef Mustofa, Wendra Muchtar (Angkatan 2003), Sabhi Mahmasani, Robitul Firdaus, Ari Wibowo, Fathurrahman (Angkatan 2004), Chairuddin, M. Jihan Shofa, M. Ibnu Sina, Arif Lutvianshori, Ma'adani, Jondra Piandra (Angkatan 2005), Ayif Fathurrahman, Khairul Rizal Luthvi, Fadhli Daswir, M. Ishak Muchtar, M. Ihsan Riyadi, M. Agus Khairul Wafa, Wendi, Mughram Lessy, Muhammad Anas, Nasrodin, Tian Wahyudi (Angkatan 2006), dan santri-santri senior lainnya yang namanya tidak bisa penyusun sebutkan satu persatu.

7. Gusti Ayu.

Penyusun berharap laporan yang disusun ini dapat memenuhi syarat laporan pengabdian pascapendidikan yang baik sehingga penyusun selesainya memberikan laporan ini berhak untuk memperoleh Ijazah asli. Selanjutnya penyusun mengharapkan kepada pengasuh Pondok Pesantren dan pimpinan unit tempat penyusun melaksanakan pengabdian untuk memberikan persetujuan atas isi laporan.

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Yogyakarta, 18 Maret 2008

Penyusun,

Yuli Andriansyah

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1 Pendahuluan

Berdasarkan Peraturan Rektor No: 36/SK-REK/SDM/II/2006 tentang Pengabdian Pascapendidikan Santri Tipe 1 Pondok Pesantren Universitas Islam Indonesia, disebutkan bahwa pengabdian pascapendidikan adalah kegiatan pengabdian yang wajib dilakukan oleh santri selama 1 (satu) tahun setelah menyelesaikan pendidikan reguler di fakultas masing-masing dan habis teori di Pondok Pesantren (Pasal 1).

Adapun penempatan pengabdian pascapendidikan didasarkan pada surat keputusan rektor dengan pertimbangan pada bidang keilmuan santri dan kebutuhan unit (Pasal 4). Santri yang telah ditempatkan berdasarkan arahan pimpinan unit, kemudian menyusun rencana kerja tertulis selama dua minggu pertama untuk kemudian melaksanakan pengabdian sebagaimana tertuang dalam rencana kerja tersebut (Pasal 4).

Santri Tipe A, masih menurut Peraturan Rektor di atas, wajib melakukan pengabdian pascapendidikan di lingkungan UII untuk selanjutnya membuat laporan akhir tertulis kepada rektor dengan diketahui pimpinan unit tempat mengabdikan dan pengasuh pondok pesantren (Pasal 2). Laporan tertulis pengabdian pascapendidikan kemudian dievaluasi dengan memperhatikan tiga hal, yaitu kehadiran, prestasi kerja dan akhlaq sesuai dengan peraturan yang diberlakukan bagi pegawai UII (Pasal 6).

Dengan mengacu kepada Peraturan Rektor tentang Pengabdian Pascapendidikan Santri Tipe 1 Pondok Pesantren Universitas Islam Indonesia ini, maka laporan ini disusun sebagai bentuk pertanggungjawaban atas proses pengabdian yang selama ini berlangsung. Laporan ini akan merangkum berbagai kegiatan yang selama ini telah penyusun lakukan dalam rangka pengabdian pascapendidikan di UII sebagai staf Humas.

2 Pelaksanaan Pengabdian

Pelaksanaan pengabdian pascapendidikan dilakukan mulai Bulan November 2006, berdasarkan Surat Keputusan Rektor No.: 1139/SK-Rek/DOSDM/XI/2006 tentang Pengangkatan Staf Humas Direktorat Organisasi dan SDM Universitas Islam Indonesia. SK Rektor ini bertanggal 13 November 2006 dan menyebutkan di dalamnya, bahwa Staf Humas UII bertugas menyampaikan informasi UII kepada masyarakat, di bawah koordinasi Direktur Organisasi dan SDM UII.

Surat Keputusan Rektor ini tidak secara eksplisit menjelaskan tugas penyusun sebagai santri pengabdian. Tetapi, pada saat dilakukan *briefing* mengenai tugas dan kewajiban oleh Wakil Rektor II dan Direktur Organisasi dan SDM, beberapa saat setelah SK dikeluarkan, dijelaskan bahwa tugas dan kewajiban yang diberikan kepada penyusun dianggap sama dengan pengabdian. Dengan demikian meskipun belum merupakan SK terkait pengabdian, SK ini diacu sebagai penentuan dimulainya pengabdian oleh penyusun di unit OSDM.

Unit pengabdian penyusun adalah Divisi Administrasi Umum dan Humas pada Direktorat Organisasi dan SDM. Meskipun demikian, banyak aktivitas yang berhubungan dengan unit dan bidang lain, terutama Bidang III, yang menjadi bagian tugas sebagai staf Humas. Tugas yang telah dilaksanakan antara lain meliputi tugas-tugas keprotokoleran (menerima dan mengatur kedatangan tamu dalam dan luar negeri), media *relations* (penyusunan dan pengiriman release berita ke media, mengorganisir wartawan untuk kegiatan di lingkungan UII, memfasilitasi hubungan wartawan dan sivitas akademik UII, mengkliping berita, dll.), internal dan eksternal *relations* (mengkomunikasikan kegiatan universitas kepada sivitas akademik, mengumpulkan dan menyalurkan informasi unit kepada pihak yang memerlukan), dan tugas pendampingan pada pimpinan universitas (menyiapkan sambutan, menemani dan mendokumentasikan kegiatan pimpinan dan universitas, dll.).

Selain itu, beberapa tugas kepanitiaan yang bersifat temporal juga penyusun lakukan sesuai dengan peraturan yang berlaku dan dengan jatah tugas yang tidak mengganggu tugas utama sebagai staf Humas. Disamping itu sebagai

staf Humas, penyusun berkesempatan mendapatkan tambahan pengalaman melalui pelatihan dan pengembangan yang dilakukan dengan mengikuti seminar di perguruan tinggi lain. Selain tugas secara khusus sebagai staf Humas, penyusun juga ikut aktif dalam aktivitas kepegawaian yang diselenggarakan Rektorat, seperti mengikuti pengajian rutin bulanan, dll.

Di masa awal pengabdian, penyusun merupakan satu-satunya staf Humas yang melaksanakan tugas kehumasan, meskipun secara tidak langsung dibantu oleh beberapa pegawai di lingkungan Rektorat. Baru beberapa bulan setelah masa pengabdian berlangsung, tambahan seorang staf Humas (Fely Hilman, S.I.P.) masuk untuk menambah kinerja Humas. Setelah itu Humas juga diperkuat dengan tambahan ketua Humas (Drs. Yazid, M.M.). Untuk peningkatan peran Humas, Humas kemudian dipisahkan secara tersendiri menjadi sebuah divisi dan kedudukan kepala Humas kemudian dinaikkan menjadi Kepala Divisi. Divisi Humas selanjutnya juga diperkuat dengan tambahan satu pegawai tetap (Wahidin Rapegawe, B.A.).

Bersama dengan Kepala dan staf Divisi Humas inilah, penyusun melaksanakan sejumlah kegiatan dalam rangkaian pengabdian pascapendidikan santri tipe A. Secara lebih detail, berbagai kegiatan yang telah penyusun laksanakan selama menjadi staf Humas dapat dirangkum dalam penjelasan berikut:

2.1 Tugas keprotokoleran

Tugas keprotokoleran yang dilaksanakan antara lain mencakup pengorganisasian panitia, kebutuhan konsumsi, persiapan presentasi, dan akomodasi apabila datang tamu dari dalam maupun luar negeri. Tamu yang datang relatif bervariasi, mulai dari pelajar SMA beserta guru-guru pendamping, pimpinan perguruan tinggi, pemerintah daerah, anggota lembaga negara, perwakilan perguruan tinggi luar negeri atau mitra usaha dan lain-lain. Dalam tugas keprotokoleran ini, penyusun banyak bekerjasama dengan sekretariat Rektorat, Dekanat yang menjadi tujuan utama kunjungan tamu-tamu tersebut.

Sejumlah tamu yang selama masa pengabdian penyusun datang ke UII, dan penyusun ikut terlibat dalam tugas keprotokoleran tamu tersebut adalah:

Tabel 1 Kunjungan Tamu ke UII, Desember 2006 s.d. Maret 2008

No	Waktu	Tamu Yang Berkunjung
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1	3 Desember 2006	International Islamic University, Malaysia
2	8 Desember 2006	JICA dan Monbusho, Jepang
3	26 Desember 2006	SMAN 2 Bandar Lampung
4	27 Desember 2006	SMA Al-Kautsar Bandar Lampung
5	5 Januari 2007	Persatuan Wartawan Indonesia, Yogyakarta
6	8 Januari 2007	SMAN 3 Palembang
7	15 Januari 2007	SMAN 1 Banyuwangi
8	22 Januari 2007	Universitas Siliwangi
9	26 Januari 2007	SMAN 1 Cikopok
10	27 Januari 2007	SMAN 2 Kudus
11	8 Februari 2007	Mahasiswa Monash University
12	13 Februari 2007	Konsulat Jendral AS
13	13 Februari 2007	UNIKA Sugiyo Pranoto
14	30 Maret 2007	Alumni dalam rangka Acara IKA UII
15	9 April 2007	SMAN 1 Pontianak
16	4 Mei 2007	Badan Legislatif DPR-RI
17	7 Mei 2007	Universitas Muhammadiyah Banyuwangi
18	29 Mei 2007	SMAN 1 Mungkid dan Piyungan
19	5 Juni 2007	Ponpes Al-Mawaddah
20	8 Juni 2007	Universitas Muhammadiyah Purwokerto
21	14 Juni 2007	Asian Institute of Technology
22	16 Juni 2007	SD Kaliurang ke CEEDEDS
23	18 Juni 2007	Assesor BAN-PT
24	19 Juni 2007	SMAN 2 Kota Agung
25	21 Juni 2007	Universitas Panca Sakti Tegal
26	22 Juni 2007	Ponpes La Tansa
27	25 Juni 2007	SMAN 1 Pesanggaran Banyuwangi
28	30 Juni 2007	Federation of University in Islamic World
29	3 Juli 2007	Bank Bukopin
30	10 Juli 2007	Universitas Hasanudin
31	17 Juli 2007	Tokoh Agama Arab Saudi
32	18 Juli 2007	Universitas Muhammadiyah Magelang
33	23 Juli 2007	Bank Rakyat Indonesia
34	24 Juli 2007	Irjen Dikti
35	31 Juli 2007	Komisi Pemberantasan Korupsi

36	15 Agustus 2007	Pimpinan Redaksi Republika
37	20 Agustus 2007	Universitas Bhayangkara
38	21 Agustus 2007	Koraen Broadcasting System
39	31 Agustus 2007	Universitas Lancang Kuning
40	2 November 2007	LDK Asy-Syifa FK Unpad Bandung
41	Desember 2007	Visitasi Tim Asesor BAN-PT terkait Akreditasi Institusi
42	12 Desember 2007	SMA Al-Kautsar Bandar Lampung
43	2 Januari 2008	SMAN I Simpang Pematang Tulang Bawang
44	4 Januari 2008	SMA Rengat Riau
45	8 Januari 2008	Universiti Kebangsaan Malaysia
46	19 Februari 2008	Panitia 100 Tahun M. Natsir
47	21 Februari 2008	Syeikh Ibrahim Al-Hammad
48	4 Maret 2008	Tamu Jepang

2.2 Media relations

Media relations sebagai salah satu tugas paling menonjol dari Humas dilaksanakan antara lain melalui hubungan dengan wartawan dan redaksi media massa dalam pemberitaan terkait UII. Upaya yang dilakukan antara lain dengan membuat dan mengirimkan release berita, mengundang wartawan untuk konferensi pers, dan mengkliping berita yang telah dimuat. Selain itu juga dilakukan upaya mendekati sivitas akademik UII dengan dunia wartawan atau media untuk dimintai berbagai opini maupun pendapat.

2.3 Internal dan eksternal relations

Internal dan eksternal relations dilakukan antara lain sebagai bentuk komunikasi dan hubungan antara sesama stakeholders UII maupun antara sivitas akademik UII dengan masyarakat luar. Dalam kaitannya dengan internal relations, tugas ini antara lain meliputi pemberian berbagai informasi kepada stakeholders UII, mengkomunikasikan kegiatan dan kebijakan universitas pada pihak-pihak internal, maupun mencari dan mengumpulkan informasi dari berbagai pihak internal UII.

Sedangkan eksternal relations antara lain dilakukan dengan mengkomunikasikan berbagai kegiatan dan kebijakan UII kepada mitra-mitra kerja yang ada, memberikan informasi dan berita yang diperlukan pihak luar, terutama yang masuk secara langsung melalui surat menyurat, telepon, maupun e-mail (melalui humas@uii.ac.id dan info@uii.ac.id) ke Humas UII, maupun menghubungkan beberapa media dengan tokoh dan pakar dari UII untuk keperluan pemberitaan dan lain sebagainya.

Selain itu sejalan dengan penguatan website universitas yang arah pengembangannya didesentralisasikan pada masing-masing unit, maka Humas UII juga mengelola sendiri halaman web pada alamat <http://www.humas.uui.ac.id>, melengkapi weblog yang sebelumnya telah disusun yaitu pada <http://www.humasuii.multiply.com>. Kedua halaman situs ini selanjutnya menjadi sumber berita tidak hanya bagi wartawan dan

media massa tetapi juga segenap sivitas akademik termasuk alumni yang secara intens menjalin komunikasi melalui dunia maya.

2.4 Tugas pendampingan pada pimpinan universitas

Tugas pendampingan pada pimpinan universitas merupakan tugas kehumasan yang erat kaitannya dengan proses pendampingan pada pimpinan universitas pada berbagai kegiatan. Kegiatan pendampingan ini dilakukan antara lain meliputi (1) penyiapan naskah pidato atau sambutan pada suatu kegiatan yang dihadiri dan atau dibuka oleh pimpinan universitas, (2) dokumentasi kegiatan yang dihadiri atau dibuka oleh pimpinan universitas, (3) mendampingi pimpinan universitas selama kegiatan berlangsung, dan (4) menjalin hubungan dengan wartawan atau media massa pada saat kegiatan berlangsung.

Dalam pelaksanaan tugas pendampingan ini terkadang semua kegiatan penulis lakukan, tetapi terkadang tidak semua karena beberapa tugas telah didistribusikan kepada staf Humas UII yang lain. Adapun beberapa kegiatan yang penulis lakukan dalam rangkaian tugas pendampingan pada pimpinan universitas, dapat dilihat pada tabel berikut:

Tabel 2 Tugas Pendampingan s.d. Maret 2008

No	Waktu	Tugas pendampingan Yang Dilakukan
1	Juni 2007	Kunjungan ke Wakil Presiden RI di Jakarta
2	September 2007	Konferensi BKS-PTIS dan Seminar Nasional
3	Januari 2008	Pelantikan Dosen Tetap UII 2008
4	Januari 2008	Dialog Nasional Sunni-Syiah Bersatu
5	Januari 2008	Workshop HKI di Paska Sarjana ISI
6	Februari 2008	Rakor BKS PTIS dan Seminar Nasional di Unissula
7	Maret 2008	Rapat Koordinasi Kerja Universitas
8	Maret 2008	Wisuda Periode ke-4 TA 2007/2008
9	Maret 2008	Pra-Jabatan Dosen Baru UII
10	Maret 2008	Peresmian Gedung IKA UII
11	Maret 2008	Pembekalan Dokter FK UII
12	Maret 2008	Workshop Menyikapi Aliran Sesat

2.5 Tugas kepanitiaan kegiatan universitas

Tugas kepanitiaan pada kegiatan universitas antara meliputi kegiatan-kegiatan rutin, kegiatan tahunan, maupun kegiatan aksidental yang berhubungan dengan fungsi dan peran UII dalam dunia pendidikan tinggi di tanah air. Tugas-tugas kepanitiaan semacam ini secara resmi diberikan melalui kesertaan dalam struktur kepanitiaan yang melibatkan sejumlah pihak. Dalam kebanyakan tugas, penyusun banyak berkecimpung di aktivitas kepanitiaan yang berhubungan dengan tugas kehumasan, keprotokoleran, media relations, dan lain sebagainya, termasuk keperluan promosi. Selama melaksanakan tugas pengabdian pascastudi, sejumlah tugas kepanitiaan telah penyusun lakukan, antara lain:

Tabel 3 Tugas Kepanitiaan s.d. Maret 2008

No	Bulan	Tugas Kepanitiaan Yang Diikuti
1	September 2007	Konferensi BKS-PTIS dan Seminar Nasional
2	Maret 2008	Rapat Koordinasi Kerja Universitas
3	Maret 2008	Wisuda Periode ke-4 TA 2007/2008

3 Penutup

Demikianlah beberapa tugas yang selama masa pengabdian, telah penyusun lakukan sebagai bagian dari tugas pengabdian pascastudi. Beberapa hal yang terkait penilaian terhadap kinerja penyusun selama melaksanakan kegiatan tersebut telah diberikan baik secara langsung melalui evaluasi bersama dalam rapat Kehumasan maupun dalam bentuk masukan dari berbagai pihak. Penyusun berharap agar apa yang telah penyusun lakukan selama masa pengabdian ini dapat ikut serta memberikan sumbangan bagi kelangsungan segenap aktivitas sivitas akademik di UII.