# DAFTAR ISI

<table>
<thead>
<tr>
<th>Halaman</th>
<th>Judul Tugas Akhir</th>
</tr>
</thead>
<tbody>
<tr>
<td>i</td>
<td>Lembar Judul Tugas Akhir</td>
</tr>
<tr>
<td>i</td>
<td>Lembar Pernyataan Keaslian Tugas Akhir</td>
</tr>
<tr>
<td>ii</td>
<td>Lembar Persetujuan dan Pengesahan Tugas Akhir</td>
</tr>
<tr>
<td>iii</td>
<td>Lembar Pengesahan Tugas Akhir</td>
</tr>
<tr>
<td>v</td>
<td>Lembar Konsultasi</td>
</tr>
</tbody>
</table>

Kata Pengantar .............................................................................................................
Daftar Isi .........................................................................................................................

## BAB I PENDAHULUAN.....................................................................................................1

1.1. Latar Belakang ........................................................................................................1
1.2. Maksud dan Tujuan .................................................................................................4
  1.2.1. Maksud ...........................................................................................................4
  1.2.2. Tujuan ...........................................................................................................4
1.3. Metode Perancangan ..............................................................................................4
  1.3.1. Teknik Pengumpulan Data .............................................................................5
  1.3.2. Metode Analisa Data .....................................................................................9
  1.3.3. Waktu Penelitian ..........................................................................................10
  1.3.4. Ruang Lingkup ..............................................................................................10
  1.3.5. Sistematika Penulisan ...................................................................................11

## BAB II LANDASAN TEORI ..........................................................................................12

2.1. Umum .....................................................................................................................12
  2.1.1. Pengertian Public Relations .........................................................................12
  2.1.2. Ruang Lingkup Public Relations ................................................................12
  2.1.3. Fungsi Public Relations ..............................................................................15
  2.1.4. Peran Public Relations ..................................................................................16

2.2. Studi Literatur .......................................................................................................17
  2.2.1. Pengertian Public Relations .........................................................................17
  2.2.2. Kampanye Sosial ..........................................................................................19
  2.2.3. Sosialisasi .....................................................................................................19
  2.2.4. Pengertian Publikasi .....................................................................................20
  2.2.5. Pengertian Media Komunikasi Public Relations .......................................20
  2.2.6. Pengertian Poster .........................................................................................21
  2.2.7. Pengertian Spanduk .....................................................................................25

## BAB III PERANCANGAN PROGRAM KAMPANYE .........................................................27

3.1. Konsep Perancangan Kampanye ..........................................................................27
  3.1.1. Analisa Situasi Perusahaan .........................................................................27
DAFTAR GAMBAR

1. Gambar III.1 Logo Polres Metro Jak - Sel .........................................................35
2. Gambar III.2 Logo Korlantas Polres Metro Jak- Sel........................................35
3. Gambar III.3 Struktur Organisasi Polres Metro Jak - Sel ...............................36
4. Gambar III.4 Struktur Organisasi Korlantas Polres Metro Jak – Sel .............37
5. Gambar III.5 Media Kampanye Spanduk.........................................................46
6. Gambar III.6 Media Kampanye Poster............................................................47
DAFTAR TABLE

1. Table III.1 Anggaran Kegiatan.................................................................43
2. Table III.2 Evaluasi Kegiatan Kampanye .............................................44
3. Table III.3 Time Table Pembuatan Karya..............................................48
4. Table III.4 Anggaran Pembuatan Karya................................................51
DAFTAR LAMPIRAN
A.1. Wawancara dengan Keyinforman .................................................................
A.2. Wawancara dengan Informan .................................................................
B.1. Surat Keterangan ijin/Persetujuan ..............................................................
B.2. Surat Persetujuan Hasil Karya .................................................................
B.3. Surat Keterangan Sudah Melakukan Tugas Karya ......................................
B.4. Surat Berita Acara dari Perusahaan ...........................................................
B.5. Struktur Organisasi ......................................................................................
C.1 Dokumentasi Wawancara ............................................................................