

**HOW PUBLIC RELATIONS CAMPAIGN WORKS IN
INTERNATIONAL ORGANIZATION PROGRAM
(Case Study of Youth Champion Monique Coleman Visit
organized by the United Nations Information Centre
Jakarta)**



By

Winne

009200800026

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THESIS ADVISOR

RECOMMENDATION LETTER

This thesis, entitled “**HOW PUBLIC RELATIONS CAMPAIGN WORKS IN INTERNATIONAL ORGANIZATION PROGRAM (Case Study of Youth Champion Monique Coleman Visit organized by the United Nations Information Centre Jakarta)**” prepared and submitted by Winne in partial fulfillment of the requirements for the degree of Communication Science batch 2008 in the Faculty of Communication has been reviewed and found to have satisfied the requirements for a thesis fit to be examined. I therefore recommend this thesis for Oral Defense.

Cikarang, Indonesia, January 2012

Mohammad Raudy Gathmyr, M.Si

PANEL OF EXAMINERS APPROVAL SHEET

The Panel of Examiners declare that the thesis entitled “**HOW PUBLIC RELATIONS CAMPAIGN WORKS IN INTERNATIONAL ORGANIZATION PROGRAM (Case Study of Youth Champion Monique Coleman Visit organized by the United Nations Information Centre Jakarta)**” that was submitted by Winne, majoring in Public Relations from the faculty of communication was assessed and approved to have passed Oral Examinations on January 2012

Mohammad Raudy Gathmyr, S.Sos., M.Si
Chair-Panel of Examiners

Dindin Dimiyati, S.Sos., M.M.,
Examiner I

Dra Baby Poernomo, MA
Examiner II

DECLARATION OF ORIGINALITY

I declare that this thesis, entitled “**HOW PUBLIC RELATIONS CAMPAIGN WORKS IN INTERNATIONAL ORGANIZATION PROGRAM (Case Study of Youth Champion Monique Coleman Visit organized by the United Nations Information Centre Jakarta)**” is, to the best of my knowledge and belief, an original piece of my work that has not been submitted, either in whole or part, to other universities to obtain a degree.

Cikarang, Indonesia, January 2012

Winne

ABSTRACT

Title of thesis: **“HOW PUBLIC RELATIONS CAMPAIGN WORKS IN INTERNATIONAL ORGANIZATION PROGRAM (Case Study of Youth Champion Monique Coleman Visit organized by the United Nations Information Centre Jakarta)”**

The purpose of this study is to find out how UNIC – Jakarta works their campaign. It focused on proven the theory in an actual events and add contribution to the academic about public relation campaign in international organization program.

The researcher chooses qualitative research method with descriptive approach using case study in Youth Champion Monique Coleman Visit to campaign about International Year of Youth and its value. The reason of choosing the method was because it is primarily interested in understanding communication from the perspective of their informants.

The depth-in interview was conducted in order to collecting data from primary resources, which is the UNIC-Jakarta Director as he decision maker and National Information Officer as the correspondent of the event.

Findings revealed that although the theory didn't mention about International Organization in specific, but the Public Relations strategic planning and Public Relations Campaign was applicable in that area. Although it runs with some adjustment here and there, they use the same platform with the theory. One significant aspect that occurred is about the budget. Although they didn't come up with specific budget, their relations trough partnerships cover their low budget and resulting with excel result.

Imagine that there are people that look just like you and dream just like you and think about the same things that you do, who are not given the same opportunities simply because of where they were born and that is it.

Monique Coleman

PREFACE

First and foremost, I would like to thank my God, Father, and friend at all time: Jesus Christ for abundant blessings that He gave so that I can have endurance and be resilient enough to finish this work.

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LIST OF ACRONYMS

DPI	: Department of Public Information
GA	: General Assembly
ILO	: International Labour Organization
IYO	: International Year of Youth
MC	: Monique Coleman
MDGs	: Millennium Development Goals
NIO	: National Information Officer
PR	: Public Relations
UN	: United Nations
UNDP	: United Nations Development Programme
UNESCO	: United Nations Education Scientific and Cultural Organization
UNFPA	: United Nations Population Fund
UNIC	: United Nations Information Centre
UNIC – Jakarta	: United Nations Information Centre Jakarta
UNIS	: United Nations Information Service
UNTV	: United Nations Television
UNV	: United Nations Volunteer
YC	: Youth Champion

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CHAPTER I

INTRODUCTION

This chapter introduces the readers what research topic is being investigated. It describes the reasons why the research is being conducted and how the research contributes to an understanding of the topic being investigated.

1.1 Background of the Study

Campaign, defined by the dictionary as a series of organized actions in support of a cause.

This term applied in many field from private sector, governmental institutions, education, Non Governmental Organizations, and many more. They create a series of campaign in order to promote a certain product or introducing ideas.

On the other hand, some of Public Relations components are to create special events, doing media and community relations to influence the public. As Jefkins states that Public Relations fundamental functions are to promote an entire organization, which have various function in their work.

In its attempt to accommodate the spirit, energy, imagination and initiative of young people around the world, especially to address the humanitarian problems faced by mankind in this era, the United Nations declared the year dedicated to young people. International Year of Youth began on 12 August 2010-12 August 2011.¹

In its resolution proclaiming the Year, the General Assembly called on governments, civil society, individuals and communities worldwide to support activities at local and international levels to mark the event. Under the theme ‘Dialogue and Mutual

¹ <http://www.social.un.org/youthyear/background>

Understanding,' the Year aims to encourage dialogue and understanding across generations and promote the ideals of peace, respect for human rights and freedoms, and solidarity.

This resolution is carried on by United Nations Information Centre Jakarta (UNIC-Jakarta) on its own role as the representation of Department of Public Information (DPI) to promote and inform understanding of the world about the United Nations among the people of the world.²

On February 2011, UNIC-Jakarta organized and assisted American Actress and UN Youth Champion Monique Coleman who visited Indonesia on 21-22 February as part of a world tour to promote the International Year of Youth. Ms. Coleman's visit aims to raise awareness on youth issues, encourage young people to use their ability to foster progress in their communities, and urge the international community to take responsibility on youth issues.

That is why planning and implementation of a campaign is necessary to address this issue. Even though Public Relations campaign describes and explains in many ways, the essence is the same. The question remains that whether it can be applied in all field of Public Relations or in the contrary, each field has its own unique elements.

1.2 Company Profile

1.2.1 United Nations

The United Nations is an international organization founded in 1945 after the Second World War by 51 countries committed to maintaining international peace and security, developing friendly relations among nations and promoting social progress, better living standards and human rights.

² www.unic-jakarta.org

Due to its unique international character, and the powers vested in its founding Charter, the Organization can take action on a wide range of issues, and provide a forum for its 192 Member States to express their views, through the General Assembly, the Security Council, the Economic and Social Council and other bodies and committees.

The work of the United Nations reaches every corner of the globe. Although best known for peacekeeping, peace-building, conflict prevention and humanitarian assistance, there are many other ways the United Nations and its System (specialized agencies, funds and programs) affect our lives and make the world a better place. The Organization works on a broad range of fundamental issues, from sustainable development, environment and refugees protection, disaster relief, counter terrorism, disarmament and non-proliferation, to promoting democracy, human rights, gender equality and the advancement of women, governance, economic and social development and international health, clearing landmines, expanding food production, and more, in order to achieve its goals and coordinate efforts for a safer world for this and future generations.

UN Main Bodies

- a. General Assembly: 192 Member States
- b. Security Council: 5 permanent members and 10 non-permanent
- c. Economic and Social Council: 54 members
- d. International Court of Justice: 15 judges

1.2.2 United Nations Main Purpose

The UN has 4 main purposes:

- 1) To keep peace throughout the world;
- 2) To develop friendly relations among nations;

- 3) To help nations work together to improve the lives of poor people, to conquer hunger, disease and illiteracy, and to encourage respect for each other's rights and freedoms;
- 4) To be a centre for harmonizing the actions of nations to achieve these goals.

1.2.3 United Nations Information Centre

Information Centres are part of the Department of Public Information (DPI). The first two UNICs were established in 1946. At present, there are 63 Information Centres, Services and Offices worldwide. The United Nations Regional Information Centre in Brussels, Belgium, covers 21 countries in Western Europe. In addition, the Information Centres in Cairo, Mexico City, and Pretoria, where there are high concentrations of media outlets, are responsible for working strategically with Centres in neighboring countries to develop and implement communications plans to promote United Nations priority themes in a way that has special resonance in their respective regions.

1.2.4 United Nations Information Centre Jakarta

The United Nations Information Centre (UNIC) in Jakarta is the field office of the United Nations Secretariat whose executive head is the Secretary-General. The Centre represents the Department of Public Information (DPI) of the United Nations which was created in 1946 "to promote an informed understanding of the world of the United Nations among the peoples of the world."

UNIC-Jakarta was established in 1955 five years after the Republic of Indonesia became a member of the United Nations. It was the 23rd UNIC to be established by the United Nations. The Centre was closed in 1965 following Indonesia's decision to withdraw from the Organization's membership, but then be reopened again in 1985.

The main activities of the Centre fall into two broad categories. First, they disseminate immediate information on current developments at the United Nations,

by keeping the media abreast of the latest news, responding to inquiries, organizing press conferences, producing news bulletin, giving interview and monitoring and responding to the media. Secondly, the Centre engaged in activities aimed at promoting a better understanding of the principles and purposes of the United Nations.

To ensure that information reaches as broad an audience as possible, UNIC-Jakarta maintains and nurtures a network of rediseminators, including local media, non-governmental organizations, educational institutions and other public and private sector partners.

As the local voice of the Organization, the Centre provided a comprehensive picture of the Organization's work, ranging from political issues emanating from Headquarters and from peacekeeping and political mission in the field to newsworthy topics relating to activities of the organizations of the United Nations system.

Often spearheading the information strategy of all the locally represented organizations of the United Nations system, the Centre used their professional skills and extensive contacts to publicize or generate interest in the local activities of the system as a whole. The centre also provided invaluable assistance to the organizations of the system in local launches of major reports and other communications activities.

By virtue of their close contact with the community and their knowledge of local interest and trends, UNIC-Jakarta has a unique capability to tailor and deliver the United Nations message with maximum impact.

1.2.5 United Nations Information Centre Jakarta Contact

Name of Organization	United Nations Information Centre - Jakarta
Address Office	Menara Thamrin, lantai 3A, Jalan M.H. Thamrin

	kav. 3, Jakarta 10250
Telephone	(6221) 3983-1011, 3983-1013
Fax	(6221) 3983-1014
E-mail	unic-jakarta@unic-jakarta.org
Website	http://www.unic-jakarta.org/
Twitter	@unic_jakarta

Table 1.1 *United Nations Information Centre Contact*

1.2.6 UNIC-Jakarta Hierarchy of Order

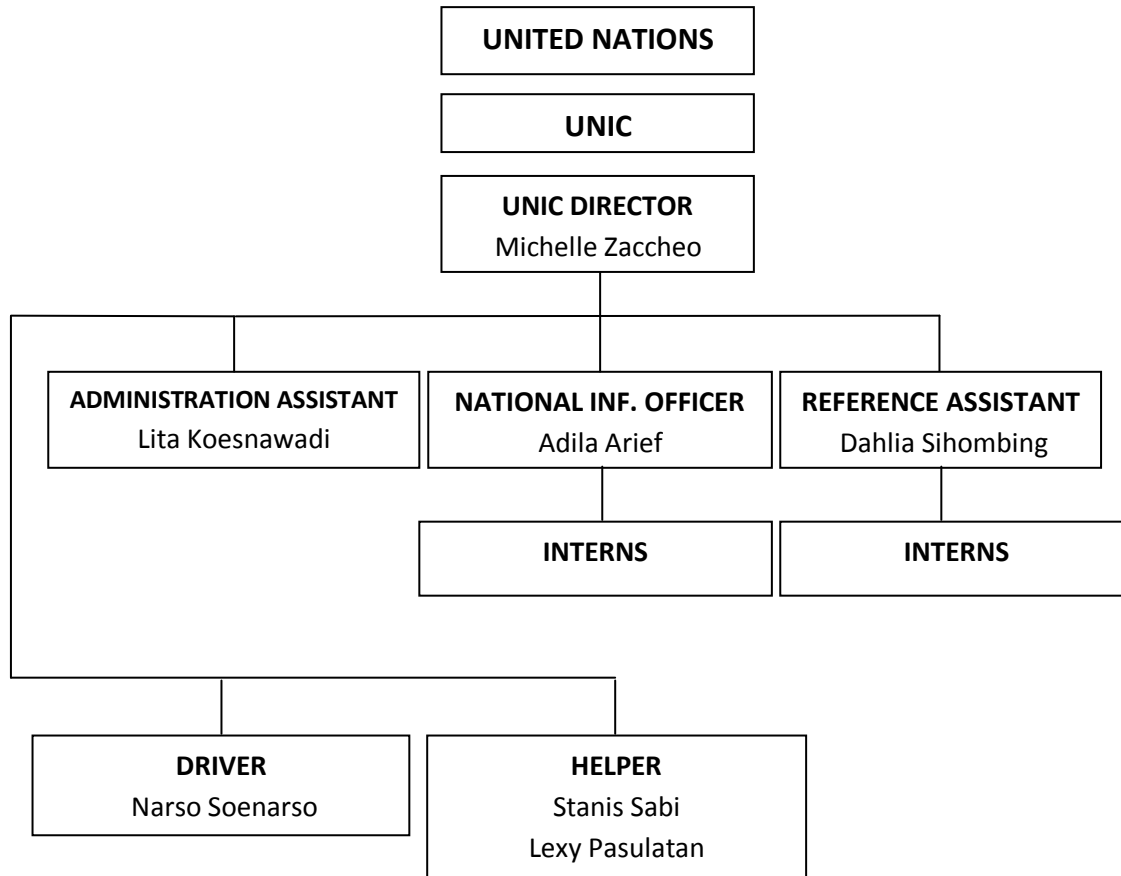


Figure 1.1 *United Nations Information Centre Jakarta Chart*

1.2.7 International Year of Youth

In December 2009, the United Nations General Assembly adopted resolution A/RES/64/134 proclaiming the Year commencing the International Youth Day (12 August 2010) as the International Year of Youth.

In line with the theme for the International Year, the theme for this year's International Youth Day is "Dialogue and Mutual Understanding". The chosen theme reflects the General Assembly's appreciation of the value of dialogue among youth from different cultures and among different generations.

1.2.8 Youth Champion, Monique Coleman

The UN appointed Disney actress and youth activist Monique Coleman as a “Youth Champion” for the International Year of Youth at a press conference on 16 November 2010. Ms. Coleman is best known for her character Taylor McKessie in the “High School Musical” movies and her recurring role as Mary – Margaret on “The Suite Life of Zack & Cody”. Most recently, she launched an online talk show, “Gimme MO”, to empower youth.

1.3 Problem Identified

UNIC-Jakarta plays an important role as the spokesperson for United Nations. UNIC-Jakarta has similar functions as Public Relations office. Its main jobs are disseminating information, maintained good relations with the government and media as well as executed an event related to United Nations that leads to achieving its utmost purpose: To create awareness about United Nations and its value throughout the world.

The researcher found out that UN recent resolution is the International Year of Youth as a theme that is carried from August 2010 until August 2011. Youth Champion -that has similar role as the ambassador of youth- Monique Coleman visited Indonesia on February 2011. This event was arranged by UNIC-Jakarta with the attempt to help UN raise youth awareness of International Year of Youth toward Indonesian Youth.

The visit is part of series of campaign in order to trigger the world about importance of youth. It is also the opportunity to channel issues concerning youth to decision makers throughout the world.

Based on facts mentioned above, the researcher found it is interesting to take recent campaign as the object of study. The researcher wants to find out how an

intergovernmental organization such as United Nations planning and implementing their campaign.

1.4 Statement of the Problem

With reference to the problem identified above, the research topics are as follows:

“How PR Campaign works in UNIC-Jakarta program: Youth Champion Monique Coleman Visit?”

The research questions are as follows:

1. Does UNIC-Jakarta have a role as public relations function of UN?
2. How PR Campaign work
 - Does UNIC-Jakarta asses the needs, goals, and capabilities of priority publics?
 - Does UNIC-Jakarta create systematic campaign planning and production?
 - Does UNIC-Jakarta did continuous monitoring and evaluation?
 - Does UNIC-Jakarta consider the complimentary roles of mass media and interpersonal communication?
 - Does UNIC-Jakarta create a selection of media with considerations?

1.5 Research Objectives

The objective of this research is to find out how PR Campaign work in UNIC-Jakarta program: Youth Champion Monique Coleman Visit.

1.6 Significance of the Study

1.6.1 Theoretical Significance

It is expected to extend the contribution of study and knowledge application of researcher to some organizations and individuals.

Also, to give detailed representation of how the organization works especially in their communication campaign.

Every theory needs to be proved and tested. This research is expected to test the theories in actual event.

1.6.2 Practical Significance

Practically this research aims to give beneficial results, to improve, offer suggestions and recommendations of what can be taken by an organization to enhance their efficiency.

1.7 Theoretical Framework

The following is the theoretical framework that the readers will use in this study:

The research will use qualitative research method with descriptive approach. Qualitative research is a naturalistic, interpretative approach concerned with understanding the meanings of certain observed phenomena or action (Ritchie and Lewis: 2003). The qualitative research method chosen because it allow researcher to explore open questions and to get more discussion on the issue.

Researcher explore in depth of a program, hence case study is the type of research that chosen by researcher.

The research held by two steps of works:

- Data gathering: it held by conduct a depth in interview with credible sources and observation on the actual event.
- Data analysis by descriptive approach using the theories from credible source.

The theories that will be used by the researcher:

1. Public Relations

Public Relations come with variation of definition. Jefkin mentions that Public Relations is a planned process to influence opinion, through sound character and proper performance. Foundation for Public Relations Research and Education defined Public Relations as a distinctive management function which helps to establish and maintain mutual lines of communication.

One of many Public Relations function is to provide information, maintain relations of organization and its public, and to promote an entire organization. With those theories, researcher intent to describe UNIC-Jakarta function as the Public Relations function of the UN.

2. Campaign

Campaign defined by Newsom et al (2007, p 301) are coordinated, purposeful, extended efforts designed to achieve a specific goal. Campaign are designed and developed to address an issue, to solve a problem or to correct or improve a situation.

Other specification and principles mentioned by Patrick Jackson will be used by researcher as a foundation of campaign theories that will be applied in the data analysis. It will be also the foundation in create a guide of in-depth interview question.

3. Strategic Planning

One of five principles of successful campaigns identified by Patrick Jackson is systematic campaign planning. Therefore a strategic planning is essential.

Several considerations are: objectives and strategies, planning and budgets, and research and evaluation.

1.8 Scope and Limitation of the Study

Since the research is conducted in UNIC-Jakarta, it may not be relevant to be applied in any other areas and field, such as companies and private sectors.

1.9 Definition of Terms

- Campaign: Campaigns are coordinated, purposeful, extended efforts designed to achieve a specific goal or a set of interrelated goals that will move the organization toward a longer-range objective expressed in its mission statement. (Newsom et al. 2007, p 301)
- General Assembly: The General Assembly is the main deliberative, policymaking and representative organ of the United Nations. Comprising all 193 Members of the United Nations, it provides a unique forum for multilateral discussion of the full spectrum of international issues covered by the Charter. (www.un.org)
- Intergovernmental Organization: is an organization composed primarily of sovereign states (referred to as *member states*), or of other intergovernmental organizations. Intergovernmental organizations are often called international organizations, although that term may also include international nongovernmental organization such as international non-profit organizations (NGOs) or multinational corporations. (Wikipedia.org)
- International Year: designated years in order to draw attention to major issues and to encourage international action to address concerns which have global importance and ramifications. (www.unac.org)

- Millennium Development Goals (MDGs): The eight Millennium Development Goals (MDGs) – which range from halving extreme poverty to halting the spread of HIV/AIDS and providing universal primary education, all by the target date of 2015 – form a blueprint agreed to by all the world’s countries and all the world’s leading development institutions. They have galvanized unprecedented efforts to meet the needs of the world’s poorest (www.un.org)
- Non-governmental Organization: is a legally constituted organization created by natural or legal persons that operates independently from any government. (Wikipedia.org)
- Public: In Public Relations and communication science, publics are groups of individuals, and the public (a.k.a. the general public) is the totality of such groupings (Wikipedia.org)
- Public Information: are the communications coordinators or spokespersons of certain governmental organizations (i.e. city, county, school district, state government and police/fire departments). They differ from Public Relations departments of private organizations in that marketing plays a more limited role. (Wikipedia.org)
- Resolution: is a formal text adopted by a United Nations (UN) body. Although any UN body can issue resolutions, in practice most resolutions are issued by the Security Council or the General Assembly. (Wikipedia.org)
- United Nations: is an international organization founded in 1945 after the Second World War by 51 countries committed to maintaining international peace and security, developing friendly relations among nations and promoting social progress, better living standards and human rights. (www.un.org)
- Youth Champion: Goodwill ambassador function to promote the International Year of Youth

CHAPTER II

LITERATURE REVIEW

2.1 Public Relations

Public Relations are a planned process to influence public opinion, through sound character and proper performance, based on mutually satisfactory two-way communication. (Jefkins, p3)

PR is a catalyst that helps to bring about a change in the corporate image through communication of appropriate information and the media are channels or vehicles to communicate with the target audience. (Banik, 2004: 44)

Thought out the time, new definitions comes up until in 1975, the Foundation for Public Relations Research and Education comes out with universal definitions:

Public Relations is a distinctive management function which helps establish and maintain mutual lines of communication, understanding acceptance, and cooperation between an organization and its publics; involves the management of problems or issues; helps management keep informed on and responsive to public opinion; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; and uses research and sound ethical communication techniques as its principal tools (Dennis And Wilcox,2009: p5)

In 1923, Edward Bernays, the giant in the Public Relations field describe the function of his jobs as one of providing information given to the public, persuasion directed at

the public to modify attitudes and actions , and efforts to integrate attitudes and actions of an institution with its publics and of publics with those of that institution”³

Public Relations fundamental functions are to promote an entire organization. The functions associated with Public Relations work are numerous; one of them is public affairs and issues management. It dealing with public policy and its impact on the organization, as well as identifying and addressing issues of consequence that affect the firm. (Jefkins, p11)

From the definition mention above, the researcher concludes that public relations have several main functions which is to create planned process to influence the public, providing information to their public and to promote an entire organizations.

2.1.1 Component of Public Relations

The components of Public Relations:

The basic components of Public Relations, according to a monograph issued by the PRSA foundation, include:

- 1) Counseling. Providing advice to management concerning policies, relationships, and communications.
- 2) Media Relations. Working with mass media in seeking publicity or responding to their interests in the organization.
- 3) Publicity. Disseminating planned messages through selected media to further the organization’s employees or members.
- 4) Community relations. Planed activity with a community to maintain an environment that benefits both the organization and community.
- 5) Public Affairs. Developing effective involvement in public policy and helping an organization adapt to public expectations. The term is also used by government agencies to describe their Public Relations activities and by many

³ Edward L. Bernays, Crystalling Public Opinion (New York: Liverlight, 1961)

corporations as an umbrella term to describe multiple Public Relations activities.

- 6) Government affairs. Relating directly with legislatures and regulatory agencies on behalf of the organization. Lobbying can be part of a government affairs program.
- 7) Issue management. Identifying and addressing issues of public concern that affect the organization.
- 8) Special events. Stimulating an interest in a person, product, or organization by means of a well-planned event also, activities designed to interact with publics and listen to them. (Dennis And Wilcox,2009: p10-11)

2.1.2 Non-Profit PR

Alison Theaker in her book, “The Public Relations Handbook” (2001) state that there are five aims of non-profit PR.

1. Public awareness – media relations is often used to bring attention to work of non-profit organizations.
2. Use of services – particularly with education and health-related charities.
3. Creation of educational materials – printed materials are used to both explain the charity’s activities and in the case fo health-related organizations to persuade public to change their behavior.
4. Recruitment of volunteer workers
5. Fund raising

2.2 Correlation between Public Relations and Public Information

A Public Relations department in an organization goes by many names. And, most often, it is not “Public Relations.”

Other names used For Public Relations departments in the corporate world include corporate relations, marketing and corporate affairs, investor relations, public affairs,

marketing communications, community relations, and external affairs. Government agencies, educational institutions, and charitable organizations use such terms as public affairs, community relations, public information, and even marketing services. (Dennis And Wilcox,2009: p102)

The objective of government information efforts were summarized some years ago by William Ragan, former director of public affairs for the United States Civil Service Commission:

1. Inform the public about the public's business. In other words, communicate the work of government agencies
2. Improve the effectiveness of agency operations through appropriate public information techniques. In other words, explain agency programs so that citizens understand and can take actions necessary to benefit from them
3. Provide feedback to government administrators so that programs and policies can be modified, amended, or continued
4. Advise management on how best to communicate a decision or a program to the widest number of citizens
5. Serve as an ombudsman. Represent the public and listen to its representatives. Make sure that individual problems of the taxpayer are satisfactory solved.
6. Educated administrators and bureaucrats about the role of the mass media and how to work with media representatives.

(Dennis And Wilcox, 2009: p486)

Although many of the objectives described by Ragan would be considered appropriate goals in almost any field of Public Relations, in government such

activities are never referred to as “Public Relations”. Instead, various euphemisms are used. The most common titles are:

- Public information officer
- Director of public affairs
- Press secretary
- Administrative aide
- Government program analyst

In addition, government agencies do not have departments of Public Relations.

Such euphemisms serve to reconcile two essentially contradictory facts:

1. The government needs to inform its citizens, and
2. It is against the law to use appropriated money for the employment of “publicity experts.”

There is a thin line between merely providing information and using information as a lobbying tool.

While ascertaining the differences between “Public Relations” and “public information” may be an interesting semantic game, the fact remains that the term Public Relations and publicity are seldom used by government agency. (Dennis And Wilcox, 2009: p487-488)

2.3 Campaign

A campaign defined by Newsom et al (2007, p 301) are coordinated, purposeful, extended efforts designed to achieve a specific goal or a set of interrelated goals that

will move to the organization toward a longer-range objective expressed as its mission statement.

Campaigns are designed and developed to address an issue, to solve a problem or to correct or improve a situation.

Patrick Jackson identified six types of Public Relations campaigns:

1. Public awareness campaign
2. Public information campaign, which provides information together with awareness and is totally different from a simple awareness campaign
3. Public education campaign, in which members of a public are emotionally and attitudinally comfortable enough that they can apply what they learn to daily behavior
4. Reinforcement of attitudes and behavior of those who are in agreement with your organization's position
5. Changing or attempting to change attitudes of those who do not agree
6. Behavior modification campaign, for example to wear seat belts

Five principles of successful campaigns can be identified:

1. Assessment of the needs, goals and capabilities of priority publics
2. Systematic campaign planning and production
3. Continuous monitoring and evaluation to see what is working and where extra effort or changes need to be made
4. Consideration of the complementary roles of mass media and interpersonal communication
5. Selection of the appropriate media for each priority public, with due consideration for each medium's ability to deliver the message

Planning a campaign

1. Setting goals, timetable and budgets
2. Setting creative strategy: choosing theme and media
3. Contingency planning
4. Setting internal strategy: selling programs within the organization

Implementing the campaign

1. Adapting and applying tactics to strategies
2. Keeping people informed
3. Solving problems positively

Evaluating the campaign

1. Monitoring
2. Postmortems

2.3.1 Campaign Outline

The step involved in the whole process of developing and executing a campaign:

1. Define the problem. Set goals for the campaign within an organizational framework.
2. Evaluate the impact of the problem on publics and on the organization, and define clearly the issues involved in the problem
3. Develop an organizational strategy to reach the state goals and objectives
4. Plan actions, themes and appeals to publics. In developing a functional strategy, plan where the emphasis will be – ads, publicity and or promotion
5. Develop an organizational responsibilities plan, with budgets and timetables
6. Decide which tactics and techniques fit the strategy best and how you will monitor each aspect
6. Evaluate the results or effectiveness of the program

2.4 Strategic Planning

Strategic planning for Public Relations is an essential part of management. Before organizing for Public Relations work, practitioners must consider objectives and strategies, planning and budgets, and research and evaluation.

Environment → Business objectives → PR objectives/strategies → PR Programs

Traditionally, the Public Relations management process involves four steps, echoing the R-A-C-E definition⁴:

1. Defining the problem opportunity. This requires researching current attitudes and opinions about the issues, product, candidate, or company in question and determining the essence of the problem.
2. Programming. This is the formal planning stage, which addresses key constituent publics, strategies, tactics, and goals.
3. Action. This is the communications phase, when the program is implemented.
4. Evaluation. The final step in the process is the assessment of what worked, what didn't, and how to improve in the future.

Another approach is to think of the process as a never-ending cycle in which six components are links in a chain.

⁴ Marston, John on Wilcox, Dennis & Cameron, Glen T (*Public Relations: Strategies and Tactics 9th Ed*)

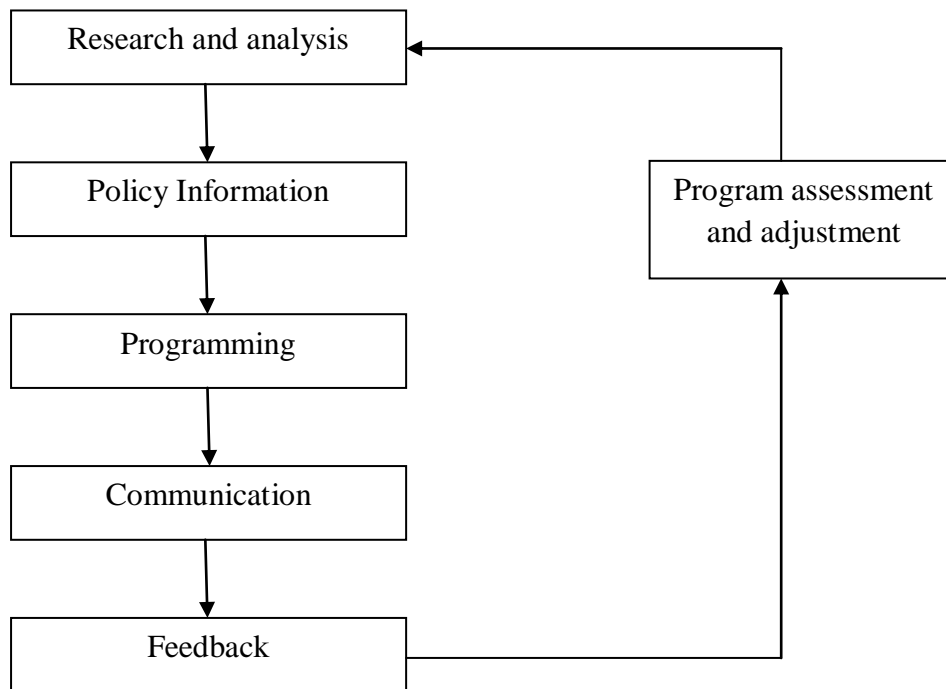


Figure 2.1 The conceptualization of Public Relations as a cyclical process, feedback-or-audience response-leads to assesment of the program, which becomes an essential element in the development of another Public Relations project

1. Step 1: Research and Analysis. This consist of inputs that determine the nature and extent of the Public Relations problem or opportunity. These may include feedback from the public, media reporting and editorial comment, analysis of trend data, other forms of research, personal experience, and government pressures and regulations.
2. Step 2: Policy Formulation. Public Relations personnel, as advisors to top management, make recommendations on policy and what actions should be taken by the organization
3. Step 3: Programming. Once a policy or action is agreed on, Public Relations staff begin to plan a communications program that will further the organization's objectives. They will set objectives, define audiences, and decide on what strategies will be used on a specific timeline. Budget and staffing are also major considerations.

4. Step 4: Communication. Public Relations personnel execute the program through such vehicles as news releases, media advisories, newsletters, Internet and Web postings, special events, speeches, and community relations programs.
5. Step 5: Feedback. The effect of these efforts is measured by feedback from the same components that made up the first step. Did the media mention the key messages? Did people change their attitudes and opinion? Did sales go up? Did the organization preserve or enhance its reputation?
6. Step 6: Assessment. The cycle is then repeated. The success or failure of the policy or program is assessed as a way of determining whether additional efforts are needed, or whether new issues or opportunity must be addressed. Thus, it is a continuing loop process.

Ketchum offers more specific questions on its “strategic planning model for Public Relations”. Its organizational model makes sense to professional and clients alike, moving both parties toward a clear situation analysis needed to make planning relevant to the client’s overall objectives.

Facts

- Category facts. What are recent industry trends?
- Product/service issues. What are the significant characteristics of the product, service or issue?
- Competitive facts. Who are the competitors, and what are their competitive strengths, similarities, and differences?
- Customer facts. Who uses the product and why?

Goals

- Business objectives. What are the company’s business objectives? What are the time frames?
- Role of Public Relations. How does Public Relations fit into the marketing mix?

- Sources of new business. What sectors will produce growth?

Audience

- Target audiences. What are the target audiences? What are their “hot” buttons?
- Current mind-set. How do the audiences feel about the product, services, or issue?
- Desired mind-set. How do we want them to feel?

Key message

- Main point. What one key message must be conveyed to change or reinforce mind-sets?

2.5 Manage by objectives

One popular approach to planning is a process called management by objective (MBO). MBO provides focus and direction for formulating strategy to achieve specific organizational objectives. According to Robert S. Simmons, author of communication campaign management, the use of MBO in planning ensure the “production of relevant message and establishes criteria against which campaign result can be measured.”

The step by Norman R. Nager and T. Harrell Allen serve as a planning checklist that provides the basis of strategic planning.

1. Client/ employer objectives.

What is the purpose of the communication and how does it promote or achieve the objectives of the organization? Specific objectives such as “to make consumer

aware of the product's high quality" are more meaningful than "to make people aware of the product"

2. Audience/ public

Who exactly should be reached with the message, and how can that audience help achieve the organizations objectives? What are the characteristics of the audience, and how can demographic be used to structure the message? The primary audience for a campaign to encourage carpooling consists of people who regularly drive to work, not general public.

3. Audience objectives.

What is that the audience wants to know, and how can the message be tailored to audience self-interest? Consumers are more interested in how a new computer will increase their productivity than in how it works.

4. Media channels.

What is the appropriate channel for reaching the audience, and how can multiple channels (new media, brochures, special events, and direct mail) reinforce the message among key publics? An ad may be good for making consumers aware of a new product, but a news release may be better for conveying more credible consumer information about the product.

5. Media channel objectives.

What is the media gatekeeper looking for in a news angle, and why would a particular publication be interested in the information? A community newspaper is primarily interested in a story with a local angle. A television station is interested in stories that have good visuals.

6. Sources and questions.

What primary and secondary sources of information are required to provide a factual base for the message? What experts should be interviewed? What archival, secondary, and primary research should be conducted? A quote from a project engineer about a new technology is better than a quote from the marketing

vice president. A survey, properly conducted, might be best for media interest if there's an interesting statistic or finding.

7. Communication strategies

What environmental factors will affect the dissemination and acceptance of the message? Are target publics hostile or favorably disposed to the message? A campaign to conserve water is more salient if there has been a recent drought.

8. Essence of the message.

What is the planned communication impact on the audience? Is the message designed merely to inform, or is it designed to change attitudes and behavior? Telling people about the dangers of global warming is different than telling people what they can do about it.

9. Nonverbal support.

How can photographs, graphs, films, and artwork clarify and visually enhance the written message? Bar graphs or pie charts are easier to understand than columns of numbers.

CHAPTER III

METHODOLOGY

3.1 Research Methodology

3.1.1 Overview

According to Cooper and Schindler (1996, p.136) on Sungkar (2008) research is any structured inquiry carried out to provide information for problems; good research generates dependable data that are derived by professionally conducted practices and that can be used reliably for decision making.

In general, there are two types of research methodology: qualitative method and quantitative method. Details information of these methods are provided below:

Qualitative method

According to Ritchie and Lewis (2003), qualitative research is a naturalistic interpretative approach concerned with understanding the meanings of certain observed phenomena or actions. Qualitative method examines, analyzes and interprets observations for the purpose of discovering underlying meanings and patterns of relationships in a manner that does not involve mathematical models. Qualitative research also provides explanation of reasons and associations between social variables. The data in this type of analysis is not in the form of numbers.

Qualitative research is primarily interested in understanding communication from the perspective of their informants. However, because qualitative research

is flexible, in making the statement, it requires the researcher to begin without a hypothesis. The research focus will develop from the collected data.

Quantitative method

Creswell (2003) explained that quantitative approach is one in which the researcher primarily use post-positivist claims for developing knowledge (i.e., cause and effect thinking, reduction to specific variables and hypotheses and questions, use of measurement and observation, and the test of theories), employs strategies of inquiry such as experiments that yield statistical data.

According to Dawson (2009, p.15) quantitative research generates statistics through the use of large scale survey research, using methods such as questionnaires or structured interviews.

Qualitative Research methods	Quantitative Research methods
<ul style="list-style-type: none"> - Emerging methods - Open-ended questions - Interview data, observation data, and audiovisual data - Text and images analysis 	<ul style="list-style-type: none"> - Predetermined - Instrument based questions - Performance data, attitude data, observational data, and census data - Statistical analysis

Table 3.1 *Qualitative and Quantitative Methods Procedures (Creswell, 2003)*

3.1.2 Qualitative Research

Research activities conducted in this thesis required a flexible process to measure data, which come in various shapes, sizes and forms. The type of data used in this research varies from numbers, verbal information, actions, sounds, symbols, physical

objects, and visual images. Consequently, qualitative research method argued to be most appropriate for this research. The qualitative research method allow researcher to explore open questions and to get more discussion on the issues.

Tend to or Typically	Qualitative Approaches	Quantitative Approaches
Use these philosophical assumptions	Constructivists/Advocacy/Participatory knowledge claims	Post-positivist knowledge claims
Employ these strategies of inquiry	Phenomenology, grounded theory, ethnography, case study, and narrative	Surveys and experiments
Employ these methods	Open-ended questions, emerging approaches, test and image data	Close-ended questions, predetermined approaches, numeric data
Use these practices of research, as the researcher	<ul style="list-style-type: none"> - Positions himself or herself - Collects participant meanings - Focuses on single concept or phenomenon - Brings personal values into the study - Studies the context or setting of participants - Validates the accuracy of findings - Makes interpretations 	<ul style="list-style-type: none"> - Test of verifies theories or explanations - Identifies variables to study - Relates variable in questions or hypotheses - Uses standards of validity and reliability - Observes and measures information numerically - Uses unbiased

	of the data - Creates an agenda for change or reform - Collaborates with the participants	approaches - Employ statistical procedures
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Table 3.2 Qualitative and Quantitative Methods Approaches

In addition to the usage of qualitative research method, this research will also adopt the mystery solving approach as suggested by Silverman (2000). According to Silverman, research process is all about solving a mystery. To get started, the researcher asks ‘what puzzles or mystery am I trying to solve?’ According to Silverman (2000), there are three kinds of puzzle:

1. How or why did X develop?
2. How does X work?
3. What influence does X have on Y

3.1.3 Descriptive Research

This research activities in this thesis used descriptive approach to explain the result of its data gathering. Descriptive approach is used to identify the value of the independent variable. Further independent variable can be more than one, without make comparison or to connected variables to another variables.

According to Rakhmat (2002, p.24-25)⁵ the purpose of using descriptive research are to collect actual information in detail which best describe the happening situation, to identified problem and practices, to ease in making comparison and evaluation, to determine what people respond in facing the same problem and also learn from their

⁵ on Sungkar (2008, p35),

decision making experience to solve the same problems that might occurs in the future.

Neuman (2000, p. 22) states that the goals of descriptive research are to provide a detailed, highly accurate picture, locate new data that contradict past data, create a set of categories or classify types, clarify a sequence of steps or stages, document a causal process or mechanism, report on the background or context of a situation.

3.2 Data Collection

Research in this thesis gives more weights to interpretation and analysis of in depth interview that researcher conducted. Following the in depth interview, researcher then analyze each section of PR roles rising. Finally, researcher will analyze and categorize all research result.

The interview is conducted at UNIC Jakarta office at Menara Thamrin 3A Floor on 11 December 2011.

3.3 Type of Research

In addition to analyzing the how factor, researcher used a case study inquiry. *A case study is an intensive examination, using multiple sources of evidence (which may be qualitative, quantitative or both), of a single entity which is bounded by time and place. Usually it is associated with a location. The 'case' may be an organization, a set of people such as a social or work group, a community, an event, a process, an issue or a campaign.* (Daymon & Holloway, 2002)

Furthermore, the purpose of case study research is to increase knowledge about real, contemporary communication events in their context.

Merriam (1988) listed four essential characteristics of case study research as follows:

1. Particularistic. This means that the case study focuses on a particular situation, event, program, or phenomenon, making it a good method for studying practical, real-life problems.
2. Descriptive. The final product of a case study is a detailed description of the topic under study.
3. Heuristic. A case study helps people to understand what's being studied. New interpretations, new perspectives, new meaning, and fresh insights are all goals of a case study.
4. Inductive. Most case studies depend on inductive reasoning. Principles and generalizations emerge from an examination of the data. Many case studies attempt to discover new relationships rather than verify existing hypotheses.

3.4 Research Instrument

3.4.1 Primary Data

There are two kinds of data that will be used in this research: primary and secondary data. According to Marzuki (2005) on Harini (2011), Primary data is data that received from main resources, observed and noted for the first time or gain from the first hand. Meanwhile, secondary data is data gained from other source such as literature, documentations and other publications.

3.4.1.1 Interview

Researcher will do the in depth interview in order to get primary data. According to Cooper and Schindler (1996, p.204), interview is the primary data collection technique for gathering data in qualitative methodologies.

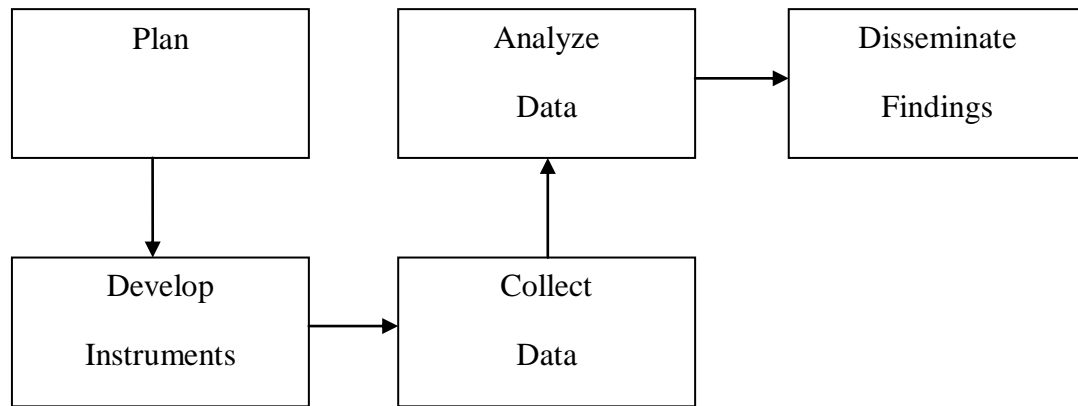


Figure 3.1 *In Depth Interview Steps (Boyce and Neale: 2006)*

According to Gibson and Brown (2009: p86) there are three type of interview structure:

1. Structured interviews – The wording of questions and the order in which questions are asked is predefined and non-variable. All participants are asked the questions with exactly the same wording and in the same sequence.
2. Semi-structured interviews – Interviewers prepare a list of questions, but these can be asked in a flexible order and with a wording that is contextually appropriate. The aim is to ask all the questions on the list with sensitivity to the developing conversational structure, but not necessarily in any particular order.
3. Unstructured interviews – No pre-defined questions are created and the interview is treated as an occasion to have a conversation about a particular topic or set of topics. Participants are given the conversational space to address the issues that they see as relevant to those topics in the manner that they desire.

Based on the description mention above, researcher find that semi-structure interview is the best suitable in conducting in-depth interview. This will give researcher the flexibility to explore topics and gain new information based on the answer given by the participants.

3.4.1.2 Observation

Observation during actual event will be also included to support the primary data. Given researcher internship in UNIC Jakarta, and involvement in the actual event, the observation period is from January until March 2011. Researcher conducted various activities including received the news of the visit until the event ended, and collected the media feedback.

Gibson & Brown (2009) state that it is common to make a distinction between forms of observation in which a researcher is a passive and known observer looking in at the setting and one in which they attempt to be an active participant within it.

There are two distinction of observation, Participant and Non-Participant Observation. In participatory research, the researcher aims to be a part of the practices being observed as much as possible in order to gain an understanding of the insider's perspective.

Researcher conducted Participant Observation or Participatory Observation in this research. Being a part of the activities enables the researcher to see what it feels like to do such and such, to under-stand the experiences of the participants, and to get close to understanding the meanings that participants give to their activities.

3.4.2 Instrument validity and reliability

Data triangulation used in this research to help researcher checks from different angle. Based on Daymon and Holloway, data triangulation is where the research use multiple data sources, to ascertain that they are clear about what they have seen.

The idea behind triangulation is that the more agreement of different data sources on particular issue, the more reliable the interpretation of the data (Cano on Sungkar, 2008)

3.4.3 Secondary Data

For the secondary data, researcher used the references books, journals, internet toolkits, and newspapers. The toolkit mentioned above is about papers and other guide published by UN that mentioned about International Year of Youth. Internet in this context is including official web page from the organizations, credible website and e-journal, e-books and online news media. Documentation will also be provided if confirmations of such findings are needed.

3.5 Research Subject

There are the subjects that will be interviewed in conducting this research:

1. Michelle Zaccheo, Director of UNIC Jakarta

Michelle Zaccheo have the highest authority in the UNIC Jakarta. He is in charge of almost every decision making carried by UNIC Jakarta. For Youth Champion Monique Coleman's Visit, he designed and created the schedule and program of the day.

2. Adila Arief, National Information Officer of UNIC Jakarta

Adila Arief is highly experience in the field of United Nations. He has been working for United Nations Volunteer and engaged with almost all UN agencies in Indonesia. His duty in the Youth Champion Monique Coleman's visit is to make sure the entire program ran smoothly. He also takes charge in media approach.

3.6 Data Reliability and Validity

3.6.1 Reliability

Daymon and Holloway (2002) stated that objectivity and neutrality are impossible to achieve. Although, qualitative researchers openly acknowledge their own subjectivity, they often writes about their values and research orientations. Rather than concealing subjectivity, they examine it and notes its place within research. For this reason researcher need to do careful and thoughtful analysis, recognizing that the distinctive character of qualitative research can force to redefine some of the features of reliability and validity.

Moreover, Daymon and Holloway stated that the reliability in qualitative research is the extent to which a research instrument. Therefore as ways to achieve it, some measure of reliability in qualitative research need to set up an audit trail or a 'decision trail'. This is when the researcher record the data, methods and decisions that the researcher made during the research.

3.6.2 Validity

According to Daymon and Holloway (2002), Validity in qualitative research is more salient than that of reliability. The aspect of validity that the researcher use in this research is relevance.

According to Hammersley (1998) on Daymon and Holloway (2002), a further aspect of validity is relevance. This means that any research study must be meaningful and useful for those who undertake and who read it. Sometimes, there is merit in undertaking research just to find out how something works or because you want to solve a mystery rather than a problem.

3.7 Technique Data Analysis

Stages of Qualitative data analysis based on Creswell (2002)

Stage I Initial Data Analysis

Stage II Major and Minor Topics

Stage III Themes

Stage IV Final Interpretation

Researcher used these stages as foundation to analyze the collected data in chapter 4.

How the Coding Procedure works?

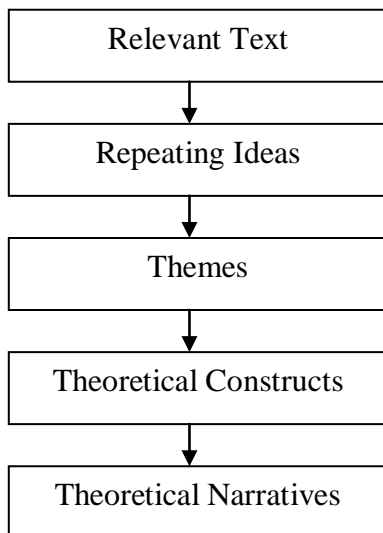


Figure 3.2 Coding procedure works by Auerbarch (2011)

Six Steps for Constructing Theoretical Narrative from Text

1. Lacking the text manageable
 - a. Explicitly state your research concerning and theoretical framework
 - b. Select the relevant text for further analysis
2. Hearing what was said:
 - c. Record repeating ideas by grouping together related passages of relevant text.
 - d. Organized themes by grouping repeating ideas into coherent categories
3. Developing theory
 - e. Develop theoretical constructs by grouping themes into more abstract concepts consistent with your theoretical framework
 - f. Create a theoretical narrative by retelling the participant's story in terms of theoretical constructs

(Auerbach: 2011)

3.8 Ethical Issues

In conducting a research, it is very important to consider the ethical issue and dimensions of the approach to be taken. Gibson and Brown (2009: p60) State, there are several general issues that need to be thought through:

1. Informed consent
2. Confidentiality
3. Avoiding harm
4. Integrity and professionalism

Israel and Hay (2006) promote an orientation to research ethics as an integrated aspect of research practice.

In this research, researcher has given permission to conduct the research and mentioned the participant's identities as it issued by the permission letter. Therefore anonymity isn't the issue. Result of interview will be storage in term of the transcript and video recording.

3.9 Limitations

There are several limitations faced by researcher in conducting the data gathering and analyzing data. The biggest problems are to manage time and to set date of interview with sources.

Since the number of staff involved from the start is very limited, getting the right respondent for the interview becomes quite problematic. Some confidentiality issue also occurred in conducting the interview.

Last but not least is the linguistic problem. Since some of the literature in Indonesia, the researcher found difficulties in translating it into English. Not all the interview is conduct in English also become major problem in the data gathering period.

CHAPTER IV

ANALYSIS AND INTERPRETATION

4.1 Result from Interview

4.1.1 Interview with UNIC-Jakarta Director

The researcher conducted interview with UNIC-Jakarta Director on 11 December 2011. The interview took place in the director's office room located in UNIC-Jakarta office. The Director warmly welcomed the researcher and offered his assistance in order to make a good interview as it will be recorded on video. The Director suggested to arrange props and lighting before the interview started. After the researcher and the Director arrange the room, the researcher asked her colleague to recording the interview.

The interview began with the researcher asking the Director to describe his profile and his duty as the director. The Director gave his full name, origin and he also told about his experience since when he started working for United Nations.

4.1.1.1 Participant Profile

Michele Zaccheo is UNIC-Jakarta Director. He is from Italy. Before he became UNIC-Jakarta Director, he worked as Television Producer for United Nations Television (UNTV) in New York.

He has worked for United Nations for 17 years now of which he have been the Information Centre Director in Jakarta for two years now.

4.1.1.2 UNIC-Jakarta

The Director explained about the role of Information Centre for the United Nations. The Information Centre is a group of 63 different offices around the world which are part of Department of Public Information of United Nations. They report to UN Secretariat, to Secretary General Mr. Ban Ki-moon and General Assembly in particular. UNIC-Jakarta functions are to provide general information about the UN and its work in Indonesia. UNIC-Jakarta acts as a bridge between the UN secretariat and Indonesia, and also the bridge between Indonesia and the UN.

Their duties, among others are to filter back information or requests from Indonesia, assisting Indonesia to fit into UN global information campaign, especially in Millenium Development Goals and another key objectives of the UN.

Although depends on the visit, whether is a high level visit or in this case, a special visit, most of the time UNIC-Jakarta support them on media side, bringing in the media, making sure that people know that they are coming, arranging press conferences and interview and so on.

4.1.1.3 International Year of Youth

The purpose of International Year of Youth is not to promote the year so much. It is the year becomes the excuse or a reason to promote the issues that concern youth. For examples, it might be something like bullying in school, youth employment, voluntarism, issues of decision making, and how much youth is involve and able to make their voices heard by their local and national leaders.

4.1.1.4 Youth Champion Monique Coleman visit

Monique Coleman (MC), UN Youth Champion who is also an actress, acts as Goodwill Ambassador of International Year of Youth. She travels around the world voluntarily with her own money trying to highlight issues, concerns and problems of

young people to the UN and worldwide as well as conducting discussion on issues on the importance of youth.

Her visit to Indonesia is part of a global campaign to bring public attention to youth issues. UNIC-Jakarta do not use the language Public Relations campaign, but certainly they could mean it was Public Relations. UNIC-Jakarta called it Information campaign.

The visit is part of outreach to civil society, which include the government as well as people and voluntary organizations, Non Governmental Organizations and schools, therefore their concern of youth can be articulated and heard by the decision makers and also by the leaders around the world.

At first, Indonesia was not on Monique Coleman agenda, when she was visiting Australia, at that time UNIC-Jakarta contacted the UN Headquarter in New York and said that Monique Coleman should consider coming to Indonesia, seeing that Indonesia is a big country with a lot of young people and we thought that would be a very valuable place for her to come, talk and also listen to young people.

UNIC-Jakarta involved in a lot since each of information centre in countries she would visit given the mandate to support this. UNIC-Jakarta organizes series of other activities, creates a plan, arranges programs, and works together with other partners.

4.1.1.5 Plan and Strategy

Unlike VVIP or head of states visit, Monique Coleman visit is rather a special visit that did not require special protocol. Nonetheless, UNIC-Jakarta recognize that for the United Nations, The government is important stakeholder, so when it involves some government's interest, it is appropriate that she meets with the government first when she comes to a new country.

Besides government UNIC-Jakarta also contacted with some Non Governmental Organizations and related youth organizations. UNIC-Jakarta also contacted schools,

because the part of UNIC-Jakarta's role is to work with schools and universities as well as media.

According to the Director, in creating a plan, it is important to first know the audience, the type of audiences you want to target and what kind of audiences that will respond to her. This will be the foundation to pick the partners, programs and activities, and media.

UNIC-Jakarta then worked with two days timeframe and required preparation in two day. In addition, UNIC-Jakarta calculated the time and contacted partners to make further arrangement.

To choose the partners and schools, there are several aspects to consider, such as the capacity to put something, linguistic issues, ethnic and cultural balance, and others.

UNIC-Jakarta also creates non-verbal support but it serves more as memory for the participants of the event.

4.1.1.6 Measuring the result

Although there was no particular evaluation due to limited budget and situation issue, UNIC-Jakarta referred to media coverage and feedback from the partners, which conclude that considering the short period of time and the event was conducted in a very big country, Michele Zaccheo can confidently said that the campaign was successful.

4.1.2 Interview with UNIC-Jakarta National Information Officer

The second interviewee is the National Information Officer (NIO) of UNIC-Jak, who working side by side with the Director. For the questions, the researcher focused on NIO task at the Youth Champion Monique Coleman visited which was heavily involve with the plan and strategy.

4.1.2.1 Participant Profile

Adila Arief Djali works for United Nation almost eleven years now. First he works for United Nations Volunteer (UNV) and then United Nations Development Programme (UNDP) programs before he joining UNIC-Jakarta as the National Information Officers.

He had been National Information Officer (NIO) at UNIC-Jakarta for almost seven year now. His duty is the webmaster for official UNIC-Jakarta website (<http://unic-jakarta.org>), event coordinator, and media relations officer.

4.1.2.2 UNIC-Jakarta

Adila Arief view UNIC-Jakarta as the representation of UN Secretariat in Indonesia under the division of Department of Public Information. UNIC-Jakarta mainly focuses on promoting programs and conducting campaigns on the issues which UN Head-quarter office wants to highlight in the country, by adjusting to the condition of the country itself.

UNIC-Jakarta also focuses on educational outreach, where they offer information about UN and its works to schools and universities which are partnering with them.

4.1.2.3 International Year of Youth

Adila Arief stated that International Year of Youth is not only about the celebration of youth, but how youth asserts the year as a medium to speak up their mind and do positive things that give an impact to their community and to their nations.

4.1.2.4 Youth Champion Monique Coleman Visit

UNIC-Jakarta worked with the schools, Non Governmental Organizations and media partners. Adila Arief duties are focused on creating the schedule and make sure that it worked smoothly. He also conducted media relations by delegating his intern staff to

contact the media and conducted press conferences. He was also the one who arranged the process of creating non-verbal support.

4.1.2.5 Plan and Strategy

With help from his interns staff at that time, he conduct a research about the topic of youth, picked suitable partners, conducted press conferences, arranged Monique Coleman’s schedule and even became her bodyguard, since she came only accompanied with her manager. He also use social media and publish press releases and media alert.

After he received information about the Monique Coleman world tour was including Indonesia, he conducted the meeting with all UNIC-Jakarta staff and distributed the task within his intern staff.

First he conducted a research about youth in Indonesia and about youth events that had already been conducted and whether there were any youth related events conducted in the time of Monique visit.

Then he contacted a printing agency to create posters as non-verbal support. He also contacted and maintained media relations. Working together with UNIC-Jakarta director, he created the schedules and kept it on the track while the event was going.

After the event, he and his interns staff conducted media monitoring on the events. The media monitoring are divided into two categories. First is the printed and broadcast media, and the second is online media

4.1.3 How PR Campaign Works in MC visit based on

Participant 1	Participant 2
Types of Public Relations campaign	

<p>..Yes.. Certainly you could mean it is a Public Relations.. Public outreach campaign; we called it information campaign.</p>	<p>Yes, this is one of the PR Campaign (based on the question asked by the researcher,” this is one of the PR Campaign, doesn’t it?”)</p>
<p>Setting goals, timetable and budgets</p>	
<p>Goals: The goals is to trying highlight the issues and concern to youth issues that UN want to promotes Timetable: Yes we work first with the time framework which is two day. What is possible to do in two days.. Budget: There was no special arrangement budget for this event...</p>	<p>Goals: to spread awareness and ask youth to do something positive that give impact to their local society. Timetable: Create an accurate and detail timeframe Budget: he exact data is closed, but what I can tell you is that there are no big budget for this event.</p>
<p>Choosing theme and media</p>	
<p>The idea was to highlight the issues and concern to youth issues. It is also to create an opportunity for Monique Coleman to talk and listen to young people around the world. From the media side, we have some of the major newspapers and news outlets, websites, TV and who are interested with what we called celebrity factor. Using what we called mainstream media and niche media that work in specific issues. Since Indonesia have unique demographic where not all population can watch cable television and know</p>	<p>The key is Youth, what youth can do to support MDGs (one of the many UN Programs), Monique Coleman as the Youth champion who also international Celebrity. Media that has establish partnership with the UN and some youth related media or the media that have youth section, considering the best impact.</p>

her as celebrity, we were thought what is the most appropriate to target.	
Keeping people informed	
We have some of the major newspapers, news outlets, websites, and TV. We also working together with Schools, NGO's and other UN agencies in Indonesia.	We select the media that coverage the visit. We also contacted our partners, schools, NGO's Youth panels and youth advisory from other UN agencies, We also working together with Government. We create the media alert, press releases, updating the website and promoting it toward social media.
Problems	
Indonesia is a big country, and not so much that we can do in two days.	Traffic that we cannot control, but the rest is smooth.
Monitoring as the purpose of evaluating the campaign	
No evaluating in particular, but we do have evaluated base on the feedback from the partners which comes with great result. We also do media monitoring and the media coverage turn up to be wonderful	We evaluate base on the feedback from the partners and media monitoring.

4.1.4 The Major and Minor topic of How PR Campaign Works in Monique Coleman visit

Topic Question	Major	Minor
Regarding the visit	Trying to highlight issues,	Not only about the celebration

	<p>concerns and problems of young people to the UN and worldwide and to try generate discussion on issues on the importance of youth</p>	<p>of youth, but how youth assert the year as a medium to speak up their mind, do positive things that give an impact to their community, to their nations.</p>
<p>UNIC-Jakarta involvement</p>	<p>Work with timeframe which is two days, and considers what is possible to do in two day. Calculating the time and then contact partners to see what might be possible to arrange</p> <ul style="list-style-type: none"> - focused on creating the schedule and make sure that it gone smooth. - media relations 	<p>-</p>

<p>Plan and Strategy</p>	<p>First is to know the audiences. What kind of audiences you aim to target and what kind of audiences are the one will responds to her. This will be the foundation to pick the partners, programs and activities, and media</p> <p>Involving the partners, with some considerations:</p> <ul style="list-style-type: none"> - Issues that will be highlight - Partner’s capacity - Ethnic and cultural balance - Linguistic issues 	<ul style="list-style-type: none"> - doing research about the topic of youth - pick suitable partners - conduct press conferences - arranging Monique schedule
<p>Non Verbal Support</p>	<p>Posters as the memorial stuff for the participants and the partners</p>	<p>Creating poster and ask Monique to sign it, creating the priceless memento</p>
<p>Media</p>	<ul style="list-style-type: none"> - Major newspapers and news outlets - Websites and TV that interested with what we called “celebrity factor” - Mainstream media - Niche media 	<p>Considers quality over quantity, yet the outcome was beyond their expectation.</p>
<p>Budget</p>	<p>Low budget framework, and a</p>	<p>The detailed data is closure,</p>

	lot was done through creative partnership, using some extra money from annual budget and hospitality money.	but its not a big amount.
Evaluation	There wasn't in particular. We are relying on the feedback from our partners, media coverage and media monitoring. The result was, we get wonderful feedback	Although evaluation is based on the feedback from the partners, the result says that they delighted with the visit itself.

4.2 Result from Observation

Researcher had undergone observation from January until Early March, in which the event barely planned until the evaluation by media monitoring had finished. As mentioned in chapter three, since it was participatory observation, researcher also became the part of planning and executing team. Working together with the director and the National Information Officer, give researcher the advantage to see how they are planning, maintain the schedule, executing and evaluation the program.

From the observation, researcher found that most of UNIC-Jak event is relying in the mutual relationship they shared with their partners. It also happen with this event, where UNIC-Jak works with various partners from their own fellow United nations body such as ILO and UNV, Schools, Media, and Non-Governmental Institutions.

Since the core team of UNIC-Jak is very limited number, the contribution of intern staff take great part in the research, planning and contacts the partners. The researcher also helping with research of youth events and assist the National Information Officer with press conferences and taking the documentation.

By helping the media monitoring as part of evaluation after the event, researcher found that it is true, the media coverage exceed UNIC-Jak expectation. Not only the event was coverage by major print and online media, it also cover by the television news channel and even personal blog.

4.3 Interpretation of Result

4.3.1 UNIC-Jakarta role as Public Relations function of UN

Jefkin stated that Public Relations fundamental functions are to promote an entire organization. The functions associated with Public Relations work are numerous; one of them is public affairs and issues management. It's dealing with public policy and its impact on the organization, as well as identifying and addressing issues of consequence that affect the firm.

This function also wield by UNIC-Jakarta which is mandated by the General Assembly to *provide information about the UN and its work* in Indonesia. As well as *to highlight the issues and concerns that the UN wants to promote.*

Especially in Monique Coleman visit. As Michele Zaccheo state that *she (Monique Coleman) travel around the world to try highlight issues and concerns and problems of young people, generate discussion on the importance of youth.*

A lot of UNIC-Jakarta works also same with several components of Public Relations issued by the:

1. Media Relations. Working with mass media in seeking publicity or responding to their interests in the organization.
2. Publicity. Disseminating planned messages through selected media to further the organization's employees or members.

As states by Michele Zaccheo, they *involve major newspapers and news outlets that they called as the mainstream media. They also include what they called as “niche” media, which means more specialize media that targeting specific market, in this case is teen magazine and women magazine to some extent.*

3. Community relations. Planned activity with a community to maintain an environment that benefits both the organization and community.
4. Government affairs. Relating directly with legislatures and regulatory agencies on behalf of the organization. Lobbying can be part of a government affairs program.

Lots of budgeting suppressed trough partnership. It is what they called *creative partnership whereas UNIC-Jakarta provides the speakers and some non verbal support and on the other side, their partners such as school, Non Governmental Organizations and government agencies provide facilities and publication.*

5. Issue management. Identifying and addressing issues of public concern that affect the organization.

By Monique Coleman visit to Indonesia, UNIC-Jak *strengthens the issues of youth and other that related to youth. Not only have that, working trough partnership with UNV and Gandhi school they also highlighting volunteerism (since 2011 also became the International Year of Volunteerism).*

4.3.2 How the campaign planned and executed

One of the six types of campaign identified by Patrick Jackson is Public Information campaign. This is clarified what Michele Zaccheo said about the campaign, “*...certainly you could mean it is a Public Relations, a public outreach campaign. We called it information campaign.*”

UNIC-Jakarta starts their planning by knowing the idea behind the visit. Monique visit purpose is to highlight the issues and concern to youth issue. She wants to meet people and talk to people and generate discussion on issues on the importance of youth.

Based on those objectives, they identified what kind of audience they aimed to target. It will become the reference to find suitable partners, media that invite to the press conference and the programs itself.

They create systematic planning as Adila Arief explain in his interview with how he create matrix bullet point and keep adjusting the plan so it would be fit to Monique Coleman agenda.

Mass media also play huge role in publishing the event. As the feedback from the media monitoring is pleased to both Michele Zaccheo and Adila Arief. The decision to pick the media that Michele Zaccheo states as mainstream media and niche media is go in line with one of the five principles of successful campaign, which is the selection of the appropriate media. Michele Zaccheo statement is also supported by Adila Arief statement about how he limited the media that cover the press release and the event itself. The main reason was to prioritize the maximum impact and quality of the coverage rather than quantity of media coverage.

Although they cannot collect formal feedback for evaluation, they get delightful response from their partners. It was one of the significant measurements to how they rate their target achievement. Not only that, the media monitoring after the event comes up with the results that excel their expectancy.

As it mention in chapter two, Public Information campaign provides information together with awareness and is totally different from a simple awareness campaign. Although it's more complex, UNIC-Jakarta able to conducted it and get pleasant result from their partners and media.

4.3.3 Identified the Success of The Campaign

According of the five principles to identified successful campaign by Patrick Jackson, Monique Coleman visit by UNIC-Jakarta can be considered as Successful PR Campaign.

6. *Assessment of the needs, goals and capabilities of priority publics*

Michele Zaccheo states that UNIC-Jakarta carries the same purpose and vision with the head-quarter. In the case of Monique Coleman Visit, the issue was use the International years as the bridge to highlight youth issues, create the medium so that youth can speak up and they heard by the decision maker. Is also the issue of educational outreach to the society and promoted other highlights issues by the UN such as volunteerism and MDGs.

But not only that, to some extent they are adjusted and implement those values in different ways. They given the authority to feedback on the reaction of what is work in this country and what is not and what kind of campaign they think should be given priority to support others.

7. *Systematic campaign planning and production*

Although UN does have certain protocol to be followed, in the case of Monique Coleman is a special events. We do create some bullet point system as Adila Arief explains about creating the plan, but in certain area they more or less follow that kind of procedure.

As for others, they do have meetings; distribute the task and contacting their potential partners.

8. *Continuous monitoring and evaluation to see what is working and where extra effort or changes need to be made*

They do have daily news monitoring, but in the case of Monique Coleman visit, they do the monitoring for about two weeks after the event wrap up.

9. *Consideration of the complementary roles of mass media and interpersonal communication, and*

10. *Selection of the appropriate media for each priority public, with due consideration for each medium's ability to deliver the message*

They really considerate about the role of mass media, as Adila Arief explain about quality over quantity and Michele Zaccheo explain about how UNIC-Jakarta use many media platform such as newspapers, internets, TV and pick them carefully to meet the needs.

Working together with their partner also show how UNIC-Jakarta can greatly interact with others party. This is show with how UNIC-Jakarta able to press the budget through what Michele Zaccheo called creative partnership.

CHAPTER V

CONCLUSIONS AND RECOMMENDATIONS

5.1 Conclusion

In this research, there are some aspects that need to be analyzed. Firstly, the researcher introduce a phenomena that happen in the real field, in this case, explain what kind organization and communication phenomena that happen in that organization. The organization is UNIC Jakarta. The phenomena that happen is the Visit of Youth Champion, Monique Coleman to Indonesia for two day that execute beautifully by both parties. The visit achieved its purposed both in specific, which is Monique's purposed to see the condition of Youth in Indonesia, and general, which is UNIC Jakarta purpose to spread the news, introduce UN and it program to the people specifically to increase youth awareness toward IYO and its goal to build dialog and mutual understanding.

Second is the result of the research that execute by the researcher. The researcher used in depth interview as method to collecting data from the primer source and used literature review as her secondary source.

UNIC-Jakarta function is similar with Public Relations function in general. Although United Nations does not used the term of Public Relations Campaign, but certainly Monique Coleman Visit can be categorized as Public Information Campaign.

UNIC-Jakarta planned the campaign focus on their objectives and the idea behind the campaign. This shows how UNIC-Jakarta also manage the campaign based on the objectives.

UNIC-Jakarta preferences toward the quality rather than quantities of media coverage also walk hand in hand with theories provided in Chapter 2.

From the analysis mentioned above, the researcher found that Youth Champion Visit was truly executed beautifully by its organizer, UNIC Jakarta can happen because of good leadership by UNIC Director as the decision-maker. Internal and external communications also play a huge role, since the director delegates the research to his subordinate (NIO, Reference assistant and the interns) and get advised from another UN Agency (UNV, ILO). Public Relations planning applied but adjusted to the needs and demand of the event itself.

5.2 Recommendation

From this research, now we know what factor and how UNIC Jakarta manages to execute event so that the event can be effective and achieved its purpose. But actually, not only the role of UNIC Jakarta can make the event succeed. Communication behavior from the spokesperson, media communication, and a lot of communication aspect plays a huge role in succeeding the event.

One of the unique approaches in budgeting that the researcher found in this research is about creative partnership. This could apply in similar low budget campaigns.

As for UNIC-Jakarta, in hoping that the evaluation process would be enhanced in the future, the researcher found that there are several ways to do surveys that do not require a big budget, even free, such as using social media (e.g. Facebook, Twitter, put into the website) and free surveyor websites (e.g. SurveyMonkey).

There are a lot of other communication aspects that can be researched by other researchers. Although this research already found its answer, it just touches the surface. There is still a lot to dig in.

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APPENDICES

Media Coverage Samples (Printed Media)

Keeping Jakarta's Kids in Focus

'High School Musical' star swings through to talk to young people as part of her world tour

Report Lisa Siregar

Monique Coleman, best known for playing Taylor McKeon in "High School Musical," recently visited Jakarta to spread her message as the United Nations Youth Champion for the International Year of Youth. The title, which she received in November, means Coleman now uses her popularity to raise awareness of the challenges faced by young people.

At the moment, the 30-year-old actress is traveling around the world to present interactive, motivational talks to youth about life issues and the positive contribution they can make to their communities.

When the press met with the actress last week at UN headquarters in Jakarta, Coleman had just arrived in the city after attending the opening of the International Conference of Youth in Yogyakarta, organized by the Ministry of Youth and Sports.

During her two-day visit to Jakarta, Coleman held discussions with students and visited young people at an orphanage. At table discussion with the staff from



It's critical to give youths at attention because what they want is to be able to do something'

Monique Coleman, actress

came out of the closet in front of the rest of the attendees.

"That's so unlikely to happen in my school. Gay people get bullied because of their sexual preference," Meiske said. "I see that Monique is very concerned with us young people and she doesn't discriminate."

Besides raising youth issues, Coleman also emphasizes the importance of youth volunteering in the community during 2011, which has been designated the International Year of Volunteers.

During her visit to Jakarta, Coleman also visited the Pondok Taruna orphanage in Cipayung, East Jakarta. Founded in 1993, the orphanage is home to children and adults under 22 years of age who are either orphans, come from disadvantaged families or have suffered abuse.

During the visit, Coleman gave the children a drama class to help them prepare for a play they are currently working on.

The language barrier did not stop Coleman from winning over the children's hearts with her jokes.

She showed them tricks to make their performance more interesting through the use of props, exaggerated facial expressions and body gestures. One minute, Coleman fell on her knees to express sadness, the next she stood up and showed the children how to pull on their hair without hurting themselves.

Gracia, 15, one of the children who lives at the orphanage, said she was very happy to have met Coleman. Unlike the more privileged children at @america, Gracia initially had no idea who Coleman was.

"I had never seen Monique before, but they said she is an actress. I just think she is a very nice person because she would hug me," she said. Gracia called Coleman's visit a "special experience." After Coleman's lesson she said she was confident that her and her friends could put on a more professional play.

Coleman also has an online talk show called "Gimme My" that she uses to connect with young people worldwide. During her visit to Indonesia, Coleman recorded some of the events and the results will be shown on the Web site.

"I just want to give them a piece of as much courage as they have given me," Coleman said.



UN Information Center and the UN Volunteers, Coleman said she was excited to hear what young Indonesians want to share with her regarding their contribution to the society.

Born in 1980 in South Carolina in America, Coleman describes herself as an energetic woman. In fact, she was so hyperactive at school as a teenager that her teacher summoned her parents to discuss the problem. As a solution, they enrolled her in acting classes, and that's when she began constructively channeling her energy. It's also what set her on the path to her future career as an actress.

"This is why I think it's critical to give young people attention because what they want is to be able to do something," Coleman said.

On Feb. 28, she gave a talk in front of 220 students at the cultural center of the United States, @america, located in Pacific Place Mall. Some of the young people in the audience said Coleman inspired them and that during the show they learned about the importance of education and how to deal with difficult issues such as bullying.

Nadia, 11, a sixth-grade student at Al-Azhar Kemang, signed up for the event at the cultural center immediately after she found out the "High School Musical" star would be visiting Jakarta.

"Monique talked about bullying and that if we are gay or lesbian, we should not feel down," Nadia said. She added that she has been bullied by her classmates since the third grade. Through Coleman, she said, she learned it was best to counteract the hostility with a positive attitude.

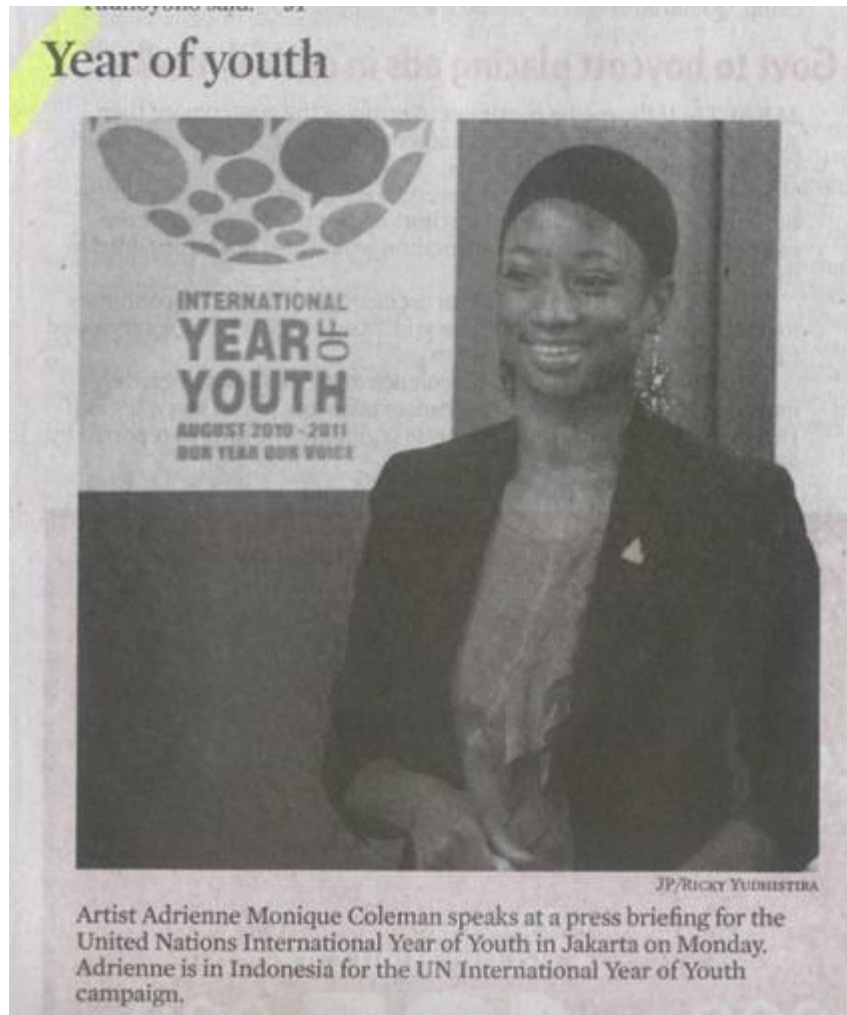
Adam, 14, said he loved how interactive Coleman made the talk.

"I also like how she addressed the differences between Indonesia and the United States," said Adam, who attended the event alongside a group of friends from the ACG International School in South Jakarta.

Meiske, 16, a high school student at State High School (SMUN) 6 in Jakarta, said she felt very touched when Coleman comforted a member of the audience who

Representing the United Nations, Monique Coleman gave teens a message of positivity and acceptance last week. JG Photos/Lisa Siregar

Jakarta Globe, 27 February 2011



Jakarta Post, 22 February 2011