

DAFTAR ISI

TANDA PERSETUJUAN LAPORAN KULIAH KERJA PRAKTEK **Error! Bookmark not defined.**

TANDA PENGESAHAN LAPORAN KULIAH KERJA PRAKTEK **Error! Bookmark not defined.**

ABSTRAK..... **Error! Bookmark not defined.**

KATA PENGANTAR **Error! Bookmark not defined.**

DAFTAR ISI..... 1

DAFTAR GAMBAR3

BAB I..... **Error! Bookmark not defined.**

PENDAHULUAN **Error! Bookmark not defined.**

1.1 Latar Belakang **Error! Bookmark not defined.**

1.2 TOPIK LAPORAN **Error! Bookmark not defined.**

1.3 Tujuan Kuliah Kerja Praktik **Error! Bookmark not defined.**

1.4 Manfaat Kuliah Kerja Praktik **Error! Bookmark not defined.**

1.4.1 Manfaat Teoritis..... **Error! Bookmark not defined.**

1.4.2 Manfaat Praktis **Error! Bookmark not defined.**

1.5 Sistematika Penulisan **Error! Bookmark not defined.**

BAB II..... **Error! Bookmark not defined.**

KERANGKA TEORI **Error! Bookmark not defined.**

2.1 Tinjauan Pustaka **Error! Bookmark not defined.**

2.1.1 Public Relations..... **Error! Bookmark not defined.**

2.1.2 Tujuan Public Relations **Error! Bookmark not defined.**

2.1.3 Fungsi Public Relations **Error! Bookmark not defined.**

2.1.4 Ruang Lingkup Public Relations.. **Error! Bookmark not defined.**

2.1.5 Media Relations..... **Error! Bookmark not defined.**

2.1.6 Tujuan Media Relations **Error! Bookmark not defined.**

2.1.7 Fungsi Media Relations **Error! Bookmark not defined.**

2.1.8 *Press Release* **Error! Bookmark not defined.**

2.2 Prosedur Ideal **Error! Bookmark not defined.**

2.2.1 Proses Media Relations **Error! Bookmark not defined.**

BAB III **Error! Bookmark not defined.**

GAMBARAN PERUSAHAAN **Error! Bookmark not defined.**

3.1 Sejarah Kota Administrasi Jakarta Barat	Error! Bookmark not defined.
3.1.1 Visi dan Misi Kota Administrasi Jakarta Barat	Error! Bookmark not defined.
3.1.2 Filosofi Logo Kota Administrasi Jakarta Barat	Error! Bookmark not defined.
3.2 Gambaran Struktur Organisasi Kota Administrasi Jakarta Barat	Error! Bookmark not defined.
3.3 Pelaksanaan Kegiatan Kuliah Kerja Praktik	Error! Bookmark not defined.
3.3.1 Lokasi dan Waktu Kuliah Kerja Praktik	Error! Bookmark not defined.
BAB IV	Error! Bookmark not defined.
PEMBAHASAN	Error! Bookmark not defined.
4.1 Gambaran Kegiatan Penulis Selama KKPE	Error! Bookmark not defined.
4.2 Perbandingan antara Teori dan Praktik	Error! Bookmark not defined.
BAB V	Error! Bookmark not defined.
PENUTUP	Error! Bookmark not defined.
5.1 Kesimpulan	Error! Bookmark not defined.
5.2 Saran	Error! Bookmark not defined.
DAFTAR PUSTAKA	Error! Bookmark not defined.
LAMPIRAN	Error! Bookmark not defined.

DAFTAR GAMBAR

Gambar 3.1 Kantor Walikota Administrasi Jakarta Barat	14
Gambar 3.2 Logo Kota Administrasi Jakarta Barat	18
Gambar 3.3 Struktur Organisasi Kehumasan Kota Administrasi Jakarta Barat ..	20
Gambar 4.1 Hasil Dokumentasi Penulis	28
Gambar 4.2 Hasil Dokumentasi Penulis	29
Gambar 4.3 Hasil Tulisan Penulis	30
Gambar 4.4 Hasil Tulisan Dipublikasikan	31
Gambar 4.5 Kegiatan <i>Door Stop</i>	32

