

Pre Conference

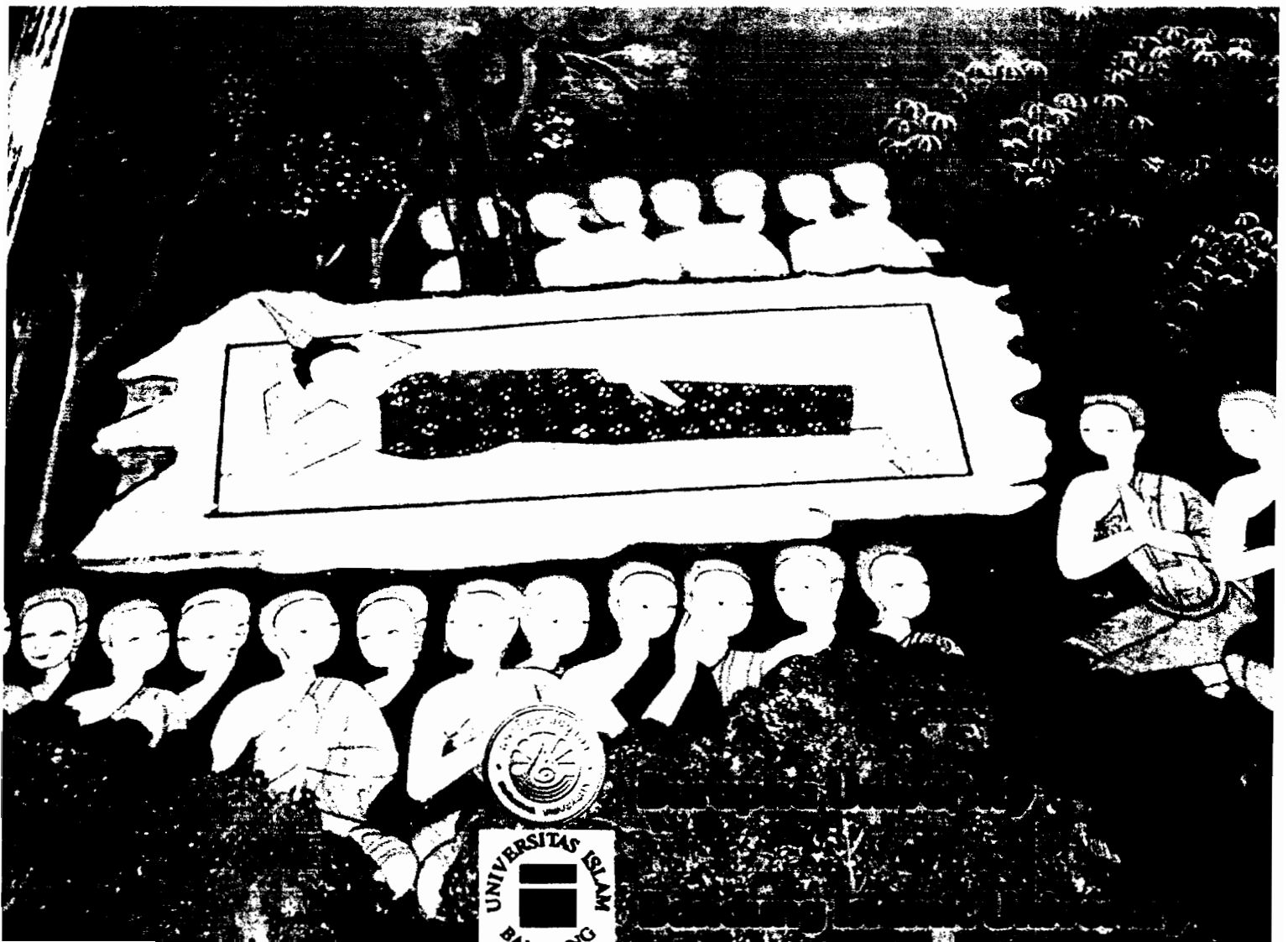
“Language and Communications”

of

Burapha University and Bandung Islamic University

18th February 2016

at Burapha University, Chonburi Thailand



Foreword

President, Vice President, Lectures and all attendants and participants.

On behalf of Burapha University, Thailand, I am delightful and honorary that Burapha University and Bundung Islamic University, The Republic of Indonesia have cooperatively held this “Bundung Islamic University-Burapha University Pre-conference on Language and Communications”

This pre-conference is an activity under the Memorandum of Understanding between the two universities aiming at the academic collaboration including pedagogical collaboration, Exchanging of lectures and students, research, and other academic-related activities.

Recognizing the significance of the Republic of Indonesia in ASEAN Community, Faculty of Humanities and Social Sciences, Burapha University has conducted a number of activities to promote the Republic of Indonesian culture and language. Firstly, we offer Indo-Bahasa course for Thai students. Secondly, we offer ASEAN Studies course for our students to provide them opportunity to get better understanding of ASEAN countries especially the Republic of Indonesia. Thirdly, we encourage our students to participate exchange programs in the Republic of Indonesia, and at the same time we welcome and accept Indonesian students to visit and become exchange students in Burapha University.

Also, this pre-conference is another activity showing our auspicious relationship.

This Pre-conference is a remarkable start and a great step of collaboration between Bundung Islamic University and Burapha University. Also, this is a good opportunity for lecturers and researchers of the two institutes to present their works and to share their ideas which brings about further knowledge on language and communications.

On this occasion, I would like to express my exultation and my thanks to the operators and working team from Faculty of Humanities and Social Sciences Burapha University and those from Bundung Islamic University for cooperatively host this event.

Finally, I do hope that the academic collaboration between Bundung Islamic University and Burapha University will last for a long time and there will be other forms of collaboration which strengthen brotherhood relationship between the two institutes and the two countries in the future.

Thank you.

Assistant Professor Dr. Boobrod Boongird

Dean

Faculty of Humanities and Social Sciences

Burapha University and Bandung Islamic University
“Language and Communications”

09:40 – 10:00	<p>Communication Media Plan and Utilization in a Health Promotion by Health Extension Workers in Coastal and Mountains of West Java</p> <p style="text-align: right;">Ani Yuningsih (Bandung Islamic University)</p>
10:00 – 10:20	<p><i>‘Sakoy’</i> as the Other: The Construction and Communication of Distinctive Sexual Identity among Female Youth in the Realms of Nightclubs in Chiang Mai, Northern Thailand</p> <p style="text-align: right;">Kangwan Fongkaew (Burapha University)</p>
10:20 – 10:40	<p>Construction Meaning of Marketing Public Relations of Public Relations Officer for Private Higher Islamic Education (Case Study in Universitas Islam Bandung (Islamic University Bandung) and Sultan Agung Islamic University Semarang)</p> <p style="text-align: right;">Tresna Wiwitan (Bandung Islamic University)</p>
10:40 – 11:00	<p>A Study of Gender in the Iliad</p> <p style="text-align: right;">Nattapat Pattana (Burapha University)</p>
11:00 – 11:20	<p>The Position of Public Relations Profession at Bandung Islamic University</p> <p style="text-align: right;">Neni Yulianita (Bandung Islamic University)</p>
11:20 – 11:40	<p>Religious Metaphorical Communication with special reference to Suddhism</p> <p style="text-align: right;">Chainarong Srimanta (Burapha University)</p>
11:40 – 12:00	<p>The Image of TVRI (Indonesia Public Broadcasting Television): Based on Performance Aspects</p> <p style="text-align: right;">Teguh Ratmanto (Bandung Islamic University)</p>

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The Position of Public Relations Profession at Bandung Islamic University

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Abstract.

The profession of Public Relations (PR) in various companies / institutions have various positions. Whether in the position of top management, middle management, and lower management which principally, this position depends on the appreciation of the company / institution to the understanding of the profession of public relations. This phenomenon was very intriguing our team to study "How about the Position of Public Relations Profession at Bandung Islamic University for both of Internal and External Public?". This study was aimed to provide inputs for the leaders, especially leaders of Bandung Islamic University in considering recruiting more Public Relations Officer who are credible no matter what their gender.

The research team used a qualitative method with phenomenological approach. Through the description approach was expected from phenomenon based on experience, which can be interpreted in the context of the meaning and in depth content. The results showed that: The position of Public Relations at the Bandung Islamic University has the same level as the Secretary-sector or the position of Head of Department and has two head of sections under his management, they are the head of Protocol and Public Relations section and the head of the publications and documentation section. This position is considered strategic because it covers two scopes, internal and external in order to facilitate the interest of both public

Keywords: The Position of Public Relations, the Profession of Public Relations, Internal and External

Introduction

Technology of Information and communication is currently growing rapidly. Along with the development of information and communication technology has given the consequence to the demands of companies / institutions in order to follow these developments. Of course the public was required to be smarter in using communication and information technology which presented by the companies / institutions and select all forms of information.