

**ANALYSIS OF PUBLIC DIPLOMACY ACTIVITIES VIA
TWITTER APPLIED TO GRUNIG'S MODEL OF
COMMUNICATION**

**(Qualitative Content Analysis of @america Twitter Account Periode
November-December 2014)**

FINAL ASSIGNMENT

**Proposed as a requirement to receive a Communication Studies Bachelor
degree**



**RENATA RASELIA SUYONO
1101003001**

**COMMUNICATION STUDIES PROGRAM
FACULTY OF SOCIAL STUDIES AND ECONOMY
BAKRIE UNIVERSITY
JAKARTA
2015**

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2015**

STATEMENT OF ORIGINALITY

**The final project is the result of my own work,
and all sources of both quoted and referenced
I have stated correctly.**

Name : Renata Raselia Suyono

Student ID : 1101003001

Signature :

Date : February 6th 2015

APPROVAL PAGE

This final assignment is proposed by,

Name : Renata Raselia Suyono
Student ID : 1101003001
Major : Communication Studies
Faculty : Economy and Social Studies
Final Assignment Topic : Analysis of Public Diplomacy Activities
via Twitter Applied to Grunig's Model
of Communication (Qualitative Content
Analysis of @america Twitter Account
Periode November-December 2014)

**Is finished and ready to be defended in front of board of examiners. This
statement is made to be used as prerequisite for final assignment for
Bachelor Degree Communication Studies, Faculty of Economy and Social
Studies, Bakrie University.**

Board of Examiners

Adviser 1 : Mirana Hanathasia, MMediaPrac ()
Examiner 1 : Dra. Suharyanti, M.S.M ()
Examiner 2 : Dr. Tuti Widiastuti, M.Si ()

Signed in : Jakarta
Date : February 6th 2015

PREFACE

The greatest gratitude is conveyed to Allah SWT for blessing the author in finishing this final project titled “Analysis of Public Diplomacy Activities via Twitter Applied to Grunig’s Model of Communication (Qualitative Content Analysis of @america Twitter Account Periode November-December 2014)”. This final project is submitted to fulfill the requirements of finishing study and receive a bachelor degree in Communication Studies.

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Lastly, the author hopes that this final project will be useful and able to give contribution for the academic world in the future.

Jakarta, February 6th 2015

Renata Raselia Suyono

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Name : Renata Raselia Suyono
Student ID : 1101003001
Study Program : Communication Studies
Faculty : Economic and Social Science
Final Assignment : Case Study

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Name : Renata Raselia Suyono
Major : Communication Studies
Title : Analysis of Public Diplomacy Activities via
Twitter Applied to Grunig's Model of
Communication (Qualitative Content Analysis of
@america Twitter Account Periode November-
December 2014)

ABSTRACT

@america is one of the US Embassy's agencies established especially to conduct public diplomacy activities in Indonesia. One of the public diplomacy activities done by @america was conducted through social media, one of them is Twitter. Twitter has become the leading online social media outlets for marketing and especially for public relations efforts. One of the advantage offered by Twitter is their ability to facilitate interaction between the account holder and its followers, the kind of communication that public diplomacy activities aim for. In studying how @america Twitter interact with its followers, the author applied four models of public relations by Grunig which is press agency, public information, two-way asymmetrical, and two-way symmetrical. Using directed qualitative content analysis by Hsieh & Shannon, the author derived the components from Waters and Williams framework (2011) as the initial coding category. The result of the study showed @america Twitter is working towards the implementation of two-way communication in order to engage and initiate conversation with its followers. Proved by @america Twitter actively using all the tools provided by the Twitter in order to implement two-way communication such as *reply* function, *@(mention)* function, and also *retweet* function. But also, at the same time, @america Twitter still using one way communication (press agency and public information model) and two-way asymmetrical communication in their public diplomacy activities order to initiate engagement with its followers.

Keywords: *Public diplomacy, @america, Twitter, Public Relations Models Theory*

Nama : Renata Raselia Suyono
Jurusan : Ilmu Komunikasi
Judul : Analisis Aplikasi Model Komunikasi Grunig terhadap Aktivitas Diplomasi Publik melalui Twitter (Analisis Isi Kualitatif Akun Twitter @america Periode November-December 2014)

ABSTRAK

@america merupakan salah satu lembaga pemerintah Kedutaan Besar Amerika Serikat yang didirikan khusus untuk melakukan kegiatan diplomasi publik di Indonesia. Salah satu kegiatan diplomasi publik yang dilakukan oleh @america dilakukan melalui media sosial, salah satunya adalah Twitter. Twitter telah menjadi media sosial online untuk melakukan kegiatan pemasaran dan menjalin hubungan dengan publik. Salah satu keuntungan yang ditawarkan oleh Twitter adalah kemampuan mereka untuk memfasilitasi interaksi antara pemegang rekening dan pengikutnya, jenis komunikasi yang kegiatan diplomasi publik bertujuan untuk. Dalam mempelajari bagaimana @america Twitter berinteraksi dengan *followers*-nya, penulis menerapkan empat model public relations oleh Grunig yaitu *press agentry*, *public information*, *two-way asymmetric*, dan *two-way symmetric*. Menggunakan analisis isi kualitatif oleh Hsieh & Shannon (2005), penulis menggunakan kerangka berpikir dari Waters dan Williams (2011) sebagai kategori koding awal. Hasil penelitian menunjukkan akun Twitter @america telah melaksanakan komunikasi dua arah untuk memulai dialog dengan para *followers*-nya. Terbukti dengan penggunaan fasilitas yang disediakan oleh Twitter untuk melaksanakan komunikasi dua arah seperti fungsi *reply*, *@-mention*, dan *retweet*. Tetapi pada saat yang bersamaan @america Twitter masih menggunakan komunikasi satu arah (*press agentry dan public information*) dan komunikasi dua arah asimetris dalam kegiatan diplomasi publik untuk berdialog dan terlibat dengan para *followers*-nya.

Kata kunci: Diplomasi Publik, @america, Twitter, Model Public Relations

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