

THE DEVELOPMENT OF EVALUATION INSTRUMENTS TO MEASURE THE SUCCESS OF THE PUBLIC RELATIONS PROGRAM IN THE UNITED STATES OF PUBLIC RELATIONS AND COOPERATION DIVISION

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ABSTRACT

The purpose of this study was to develop an evaluation instrument to measure the success of the public relations program at the Division of Public Relations and Cooperation of FIS UNY. Operationally, the research objectives include: (1) knowing the construct of the evaluation instrument to measure the success of the public relations program, and (2) knowing the feasibility of the instrument.

In accordance with its objectives, this research uses a Design and Development approach. The development of the instrument begins with a design, starting from writing a conceptual definition of the performance of public relations followed by writing a grid. The items of the instrument are written based on the grid and then the items of this instrument are reviewed, revised, tested, analyzed to describe the characteristics of the instrument. The procedures for developing this instrument are: (1) formulating conceptual definitions and operational definitions, (2) compiling a grid, (3) writing the points of the public relations performance instrument, (4) reviewing the draft instrument, (5) revising the draft instrument, (6) readability test of instrument items, (7) revision of instrument draft based on readability test.

The achievements of this research include the preparation of appropriate evaluation instruments. The output of this research is scientific articles submitted in accredited national journals.

Kata Kunci: *Instrumen, Evaluasi, Keberhasilan, Public Relations*