



**SURAT – PENGANTAR**  
**Nomor : 734/RRI-SMR/08/2020**

Yth. Direktorat Layanan dan Pengembangan Usaha LPP RRI

Di -

Jakarta

| NO | URAIAN                                                                                       | JUMLAH   | KETERANGAN                                                                                                                                                              |
|----|----------------------------------------------------------------------------------------------|----------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | 2                                                                                            | 3        | 4                                                                                                                                                                       |
| 1  | Laporan Kegiatan Bulanan Bidang Layanan dan Pengembangan Usaha RRI Samarinda Bulan Juli 2020 | 1 Berkas | Dikirim dengan hormat laporan Kegiatan Bulanan Bidang Layanan dan Pengembangan Usaha RRI Samarinda Bulan Juli 2020.<br><br>Atas perhatiannya, kami ucapkan terimakasih. |



Samarinda, 04 Agustus 2020

Kepala RRI Samarinda

Rahma Jowita, S.Sos, M.Si

NIP. 19770120 199403 2 001

LAPORAN LAYANAN DAN PENGEMBANGAN USAHA RRI SAMARINDA  
LAPORAN KERJASAMA TAHUN 2020  
RRI SAMARINDA  
PERIODE BULAN JULI 2020

| NO     | KLIEN                            | NILAI KONTRAK | NOMOR KONTRAK             | PEJAK | BENTUK KERJASAMA |      |           |      |        | PROG./SATKER            | PERIODE KERJASAMA      | NILAI PRBP DAN BIAYA PRODUKSI |                |           | REALISASI (Q5*15) | TDR TEREALISASI | TOTAL REALISASI (Q5+Q6+Q7) | BUKTI SETOR (NO SETOR SIMPOM) | PIUTANG | KET |
|--------|----------------------------------|---------------|---------------------------|-------|------------------|------|-----------|------|--------|-------------------------|------------------------|-------------------------------|----------------|-----------|-------------------|-----------------|----------------------------|-------------------------------|---------|-----|
|        |                                  |               |                           |       | PRBP FUNGSIONAL  | JMLH | PRBP UMUM | JMLH | BARTER |                         |                        | AIRTIME PRBP                  | BIAYA PRODUKSI | PRBP UMUM |                   |                 |                            |                               |         |     |
| 1      | BPIS KESEHATAN                   | 3,240,000     | 80/RRI-SMR/PU-MQ/5/2020   |       | IKLAN            | 90   |           |      |        | PRO 1, RRI SMR          | 01-30 JUNI 2020        | Rp 3,240,000                  |                |           | Rp 3,240,000      | Rp -            | Rp 3,240,000               | 820200624243412               |         |     |
|        |                                  | 3,606,000     | 86/RRI-SMR/PU-MQ/6/2020   |       | IKLAN            | 90   |           |      |        | PRO 1, RRI SMR          | 18 JUNI-17 JULI 2020   | Rp 3,240,000                  | Rp 366,000     |           | Rp 3,606,000      | Rp -            | Rp 3,606,000               |                               |         |     |
| 2      | PT.SOMAN INDONESIA               | 5,086,000     | 69/RRI-SMR/PU-MQ/6/2020   |       | DIALOG           | 2    |           |      |        | PRO 1, RRI SMR          | 05 DAN 19 JUNI 2020    | Rp 2,800,000                  | Rp 2,286,000   |           | Rp 5,086,000      | Rp -            | Rp 5,086,000               | 820200702787002               |         |     |
| 3      | PENGADILAN NEGERI KUBAR          | 80,000        | 102/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 2    |           |      |        | RRI SP SENDAWAR         | 02, 03 JULI 2020       | Rp 80,000                     |                |           | Rp 80,000         | Rp -            | Rp 80,000                  | 820200707137246               |         |     |
| 4      | PENGADILAN NEGERI KUBAR          | 160,000       | 101/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 4    |           |      |        | RRI SP SENDAWAR         | 03,08,11,14 JULI 2020  | Rp 160,000                    |                |           | Rp 160,000        | Rp -            | Rp 160,000                 | 820200707136018               |         |     |
| 5      | SUKARNI                          | 40,000        | 104/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 1    |           |      |        | PRO 1 RRI SMR           | 06 JULI 2020           | Rp 40,000                     |                |           | Rp 40,000         | Rp -            | Rp 40,000                  | 820200708219726               |         |     |
| 6      | PENGADILAN AGAMA SAMARINDA       | 80,000        | 100/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 2    |           |      |        | PRO 1, RRI SMR          | 02,04 JULI 2020        | Rp 80,000                     |                |           | Rp 80,000         | Rp -            | Rp 80,000                  | 820200707134664               |         |     |
| 7      | RAHMAD RAHMADANI                 | 120,000       | 103/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 3    |           |      |        | PRO1 RRI SMR            | 02 JULI 2020           | Rp 120,000                    |                |           | Rp 120,000        | Rp -            | Rp 120,000                 | 820200708220294               |         |     |
| 8      | PENGADILAN AGAMA SAMARINDA       | 80,000        | 105 /RRI-SMR/PU-MQ/7/2020 |       | ADUBS            | 2    |           |      |        | PRO 1 RRI SMR           | 07 JULI 2020           | Rp 80,000                     |                |           | Rp 80,000         | Rp -            | Rp 80,000                  | 820200708240874               |         |     |
| 9      | HUMAS PROVINSI KALTIM            | 5,670,000     | 85 /RRI-SMR/PU-MQ/6/2020  |       | IKLAN            | 180  |           |      |        | PRO 1 DAN PRO 2 RRI SMR | 23 JUNI - 22 JULI 2020 | Rp 5,670,000                  |                |           | Rp 5,670,000      | Rp -            | Rp 5,670,000               | 820200709333063               |         |     |
| 10     | PT PLN PERSERO UP 3 SAMARINDA    | 9,633,000     | 67/RRI-SMR/PU-MQ/5/2020   |       | IKLAN            | 300  |           |      |        | PRO 1 RRI SMR           | 07 MEI - 05 JULI 2020  | Rp 9,450,000                  | Rp 183,000     |           | Rp 9,633,000      | Rp -            | Rp 9,633,000               | 820200709297678               |         |     |
| 11     | BALUTBANGDA PROVINSI KALTIM      | 732,000       | 106/RRI-SMR/PU-MQ/7/2020  |       | BIAYA PRODUKSI   | 4    |           |      |        |                         | 02 JULI 2020           |                               | Rp 732,000     |           | Rp 732,000        |                 | Rp 732,000                 | 820200708241405               |         |     |
| 12     | PENGADILAN AGAMA SAMARINDA       | 200,000       | 107/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 5    |           |      |        | PRO 1 RRI SMR           | 08, 10 JUNI 2020       | Rp 200,000                    | Rp 732,000     |           | Rp 200,000        |                 | Rp 200,000                 | 820200710380733               |         |     |
| 13     | PERWAKILAN BIKEN PROVINSI KALTIM | 2,730,000     | 81/RRI-SMR/PU-MQ/5/2020   |       | IKLAN            | 120  |           |      |        | PRO 1 RRI SMR           | 01-30 JUNI 2020        | Rp 2,730,000                  |                |           | Rp 2,730,000      |                 | Rp 2,730,000               | 820200713506421               |         |     |
| 14     | DISKOMINFO PROVINSI KALTIM       | 2,143,000     | 07/RRI-SMR/PU-MQ/2/2020   |       | DIALOG           | 1    |           |      |        | PRO 1 RRI SMR           | 05 FEBRUARI 2020       | Rp 1,000,000                  | Rp 1,143,000   |           | Rp 2,143,000      |                 | Rp 2,143,000               | 820200708222403               |         |     |
|        |                                  | 2,139,000     | 15/RRI-SMR/PU-MQ/2/2020   |       | ADUBS            | 20   |           |      |        | PRO 1,2,4 RRI SMR       | 26-27 FEBRUARI 2020    | Rp 2,000,000                  | Rp 139,000     |           | Rp 2,139,000      |                 | Rp 2,139,000               | 820200708220956               |         |     |
|        |                                  | 2,139,000     | 26/RRI-SMR/PU-MQ/3/2020   |       | ADUBS            | 20   |           |      |        | PRO 1,2,4 RRI SMR       | 06-07 MARET 2020       | Rp 2,000,000                  | Rp 139,000     |           | Rp 2,139,000      |                 | Rp 2,139,000               | 8202007082226482              |         |     |
| 15     | BAPENDA KUBAR                    | 797,250       | 111/RRI-SMR/PU-MQ/7/2020  |       | IKLAN            | 21   |           |      |        | RRI SP SENDAWAR         | 20-31 JULI 2020        | Rp 614,250                    | Rp 183,000     |           | Rp 797,250        |                 | Rp 797,250                 | 820200723210025               |         |     |
| 16     | PENGADILAN AGAMA SAMARINDA       | 360,000       | 108/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 9    |           |      |        | PRO 1 RRI SMR           | 14 JULI 2020           | Rp 360,000                    |                |           | Rp 360,000        |                 | Rp 360,000                 | 820200715661697               |         |     |
| 17     | PENGADILAN AGAMA SAMARINDA       | 200,000       | 109/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 5    |           |      |        | PRO 1 RRI SMR           | 16 JULI 2020           | Rp 200,000                    |                |           | Rp 200,000        |                 | Rp 200,000                 | 820200716759645               |         |     |
| 18     | M.ZHARFAN WIRANATA               | 240,000       | 113/RRI-SMR/PU-MQ/7/2020  |       | ADUBS            | 6    |           |      |        | PRO 1 RRI SMR           | 05,13,14,16 JULI 2020  | Rp 240,000                    |                |           | Rp 240,000        |                 | Rp 240,000                 | 820200728514734               |         |     |
| 19     | PT. INTER PARIWARA GLOBAL        | 1,000,000     | 20/RRI-SMR/PU-MQ/2/2020   |       | ADUBS            | 10   |           |      |        | PRO 1 RRI SMR           | 25-29 MEI 2020         | Rp 1,000,000                  |                |           | Rp 1,000,000      |                 | Rp 1,000,000               | 820200728541791               |         |     |
| 20     | BAPENDA KUBAR                    | 1,893,000     | 112/RRI-SMR/PU-MQ/7/2020  |       | DIALOG           | 1    |           |      |        | RRI SP SENDAWAR         | 23 JULI 2020           | Rp 750,000                    | Rp 1,143,000   |           | Rp 1,893,000      |                 | Rp 1,893,000               | 820200730710871               |         |     |
| 21     | PT. SOMAN INDONESIA              | 2,543,000     | 110/RRI-SMR/PU-MQ/7/2020  |       | DIALOG           | 1    |           |      |        | PRO 1 RRI SMR           | 03 JULI 2020           | Rp 1,400,000                  | Rp 1,143,000   |           | Rp 2,543,000      |                 | Rp 2,543,000               | 820200729643413               |         |     |
| Jumlah |                                  |               |                           |       |                  |      |           |      |        |                         |                        |                               |                |           | Rp 44,911,250     | Rp -            | Rp 44,911,250              |                               |         |     |

MENGETAHUI,  
KEPALA RRI SAMARINDA  
  
RAHMAT UWITA, S.Sos. M.Si  
NIP. 197201201994032001

**LEMBAGA PENYIARAN PUBLIK  
Samarinda  
RADIO REPUBLIK INDONESIA**

SAMARINDA, 30 JULI 2020  
KAMU LAYANAN USAHA  
  
DIA. AINA WARDAH  
NIP. 19670413 1993032001

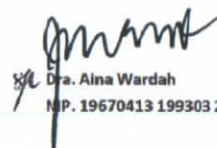
LAPORAN BULANAN KEGIATAN KOMUNIKASI PUBLIK  
RRI SAMARINDA  
BULAN JULI 2020

| NO | Kegiatan dan Tujuan         | Kegiatan |   | Media / Materi |   |   |   |   |   |   | Target Market |   |   |   | Lokasi               | Kuantitas / Frekuensi | Investasi (Juta RP) |     |         |
|----|-----------------------------|----------|---|----------------|---|---|---|---|---|---|---------------|---|---|---|----------------------|-----------------------|---------------------|-----|---------|
|    |                             | A        | B | 1              | 2 | 3 | 4 | 5 | 6 | 7 | C             | D | E | F |                      |                       | Total               | RRI | Non RRI |
| 1  | Belajar di RRI              | 1        | - | 1              | - | - | - | - | - | - | 1             | - | - | 1 | Samarinda            | 13                    |                     |     |         |
| 2  | Gubernur Kaltim Menyapa     | 1        | - | 1              | - | - | - | - | - | - | 1             | - | - | 1 | Lamin Etam           | 1                     |                     |     |         |
| 3  | Dialog Bupati Kubar Menyapa | 1        | - | 1              | - | - | - | - | - | - | 1             | - | - | 1 | Sendawar Kutai Barat | 1                     |                     |     |         |
|    | Total                       | 3        | 0 | 3              | 0 | 0 | - | 0 | - | - | 3             | - | - | 3 |                      | 15                    |                     |     |         |

Samarinda, 30 Juli 2020

Kabid Layanan dan Pengembangan Usaha

Mengetahui/Menyetujui  
Kepala RRI Samarinda  
  
Rahma Wika, S.Sos, M.Si  
NIP. 19730120199403 2 001  
Cetakan  
Jenis Kegiatan

  
Dra. Alina Wardah  
NIP. 19670413 199303 2 001

Jenis Media/Materi

- A. Above - The - Line  
Kegiatan yang tidak secara langsung berhubungan dengan target market, tetapi dengan hasil akhir yang diharapkan dapat mempengaruhi persepsi target market terhadap LPP RRI.
- B. Below - The - Line  
Kegiatan yang membutuhkan interaksi langsung dengan target market, dengan hasil akhir yang diharapkan dapat mempengaruhi persepsi target market terhadap RRI

Target Market

- 1 Radio
  - 2 Televisi
  - 3 Cetak - Koran, Majalah, dll
  - 4 Cetak - Buku, Agenda, Notes, Kalender, Flyer, Brosur, Sticker, dll
  - 5 Luar Ruangan - Billboard, Singboard, Banner (Spanduk, Ballho, Umbul-umbul, dll)
  - 6 Dalam Ruangan - X-Banner, Neon Box, Signage, Backdrop, dll
  - 7 Gimmick : Bolpen, Kaos, Vandel, Jam Tangan, Replika Radio, dll
- C Pendengar Radio
- D Komunitas Politik - Sosial-Seni-Budaya-Olahraga
- E Komunitas Khusus - Contoh : Wanita, Anak-anak, BUMN, Agensi Periklanan, Pers, dll
- F Publikasi/Masyarakat Umum

# LAPORAN LAYANAN PUBLIK RRI SAMARINDA

STASIUN : RRI SAMARINDA

PERIODE : JULI 2020

| No | Nama Kegiatan               | Tujuan Kegiatan | Waktu Kegiatan | Mitra            | Jumlah |         | Jenis |    |     | SKALA |   |   | AREA |    |    | Biaya Produksi dan Operasional | Komposisi |         | BARTER |                 |
|----|-----------------------------|-----------------|----------------|------------------|--------|---------|-------|----|-----|-------|---|---|------|----|----|--------------------------------|-----------|---------|--------|-----------------|
|    |                             |                 |                |                  | On Air | Off Air | SB    | HO | PAS | L     | R | N | UR   | RU | RE |                                | RRI       | NON RRI | Barang | Nominal (Nilai) |
| 1  | Silang Sholat Jum'at        | Keagamaan       | 3,7,17 Juli    | Masjid Samarinda | 3      |         |       |    | 1   |       | 1 |   |      |    | 1  |                                | 1         |         |        |                 |
| 2  | Belajar di RRI              | Pendidikan      | 1-17 Juli      | Masyarakat       | 13     |         |       |    | 1   |       | 1 |   | 1    |    |    |                                | 13        |         |        |                 |
| 3  | Dialog Disabilitas          | Sosial          | 1 & 8 Juli     | PPDI Kaltim      | 3      |         |       |    | 1   |       | 1 |   |      |    | 1  |                                | 1         |         |        |                 |
| 4  | Gubernur Kaltim Menyapa     | Sosial          | 03/07/2020     | Prov. Kaltim     | 1      |         |       |    | 1   |       | 1 |   | 1    |    |    |                                | 1         |         |        |                 |
| 5  | Dialog Bupati Kubar Menyapa | Sosial          | 13/07/2020     | Pemkab. Kubar    | 1      |         |       |    | 1   |       | 1 |   |      |    | 1  |                                | 1         |         |        |                 |
| 6  | Dialog Kesehatan Soman      | Sosial          | 03/07/2020     | Soman            | 1      |         |       |    | 1   |       | 1 |   | 1    |    |    |                                |           | 1       |        |                 |

## Jenis Kegiatan :

SB = Seni dan Budaya  
HO = Hobi - Olahraga  
PAS = Pendidikan - Sosial - Agama

## Skala Kegiatan :

L = Luar negeri  
R = Regional  
N = Nasional

## Area :

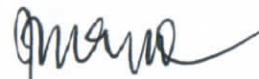
Ur = Urban  
Ru = Rural - Pedesaan  
Re = Remote - Pedesaan - Perbatasan

Mengetahui/Menyetujui,  
Kepala RRI Samarinda



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NIP. 19720820 199403 2 001

Samarinda, 30 Juli 2020  
Kabid Layanan dan Pengembangan Usaha

  
Dra. Aina Wardah  
NIP. 19670413 199303 2 001