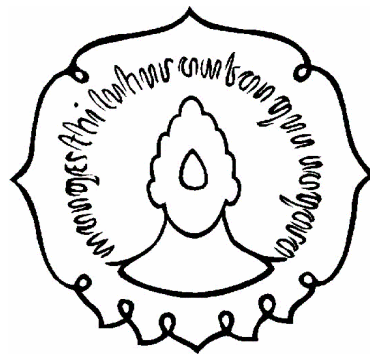


**THE PROMOTION STRATEGIES OF DISBUDPAR  
SURAKARTA IN DEVELOPING THE TOURISM IN  
SURAKARTA**



**FINAL PROJECT REPORT**

**Submitted as a Partial Requirement in Obtaining Degree in the English  
Diploma Program, Faculty of Letters and Fine Arts,  
Sebelas Maret University**

By:

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**ENGLISH DIPLOMA PROGRAM  
FACULTY OF LETTERS AND FINE ARTS  
SEBELAS MARET UNIVERSITY  
SURAKARTA**

**2010**

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Approved to be examined before the Board of Examiners,  
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Final Project Report : THE PROMOTION STRATEGIES OF  
DISBUDPAR SURAKARTA IN  
DEVELOPING TOURISM IN  
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## MOTTO

**The best things in life are free**

(NN)

If you see no reason for giving thanks, the fault lies in yourself.

(Sabrina Jasmine)

We do not care of what we have, but we cry when it is lost.

(the writer)

## DEDICATION

*This Final Project is  
dedicated to :*

- *The Almighty God, ALLAH  
SWT*
- *My Beloved Parents*
- *My Little Brother and my  
great family*
- *My Boo boo and family*
- *And all my friends*

## **PREFACE**

The writer thanked god to finish this final project. This Final Project Report was written to fulfill the requirement in obtaining the English Diploma degree. This is a report of the job training activities that had been done by the writer in DISBUDPAR-bureau of culture and tourism in Surakarta. She was an apprentice in TIC as a TIC officer.

As a bureau of culture and tourism DISBUDPAR has responsibility in developing culture and tourism in Surakarta, because the development of this sector can increase the income of Surakarta city. This Final Project Report describes the strategies of promotion of DISBUDPAR surakarta in developing surakarta tourism. Besides, this final project also informs the readers about what problems faced by DISBUDPAR in running its programs and also gives some suggestions to minimize them.

The writer realized that this Final Project Report is far from being perfect. Therefore, the writer would appreciate and be willing to accept positive advices and criticisms.

Hopefully, this final project report will be useful for all readers.

Surakarta, February 2010

The writer

## ACKNOWLEDGEMENT

First of all, I would like to say *Alhamdulillah rabbil 'alamin* to express my highest gratitude to Allah SWT who has the authority for everything in this world, for blessing me and giving me big patience in facing all the trouble in the process of this final project report.

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16. All parties helping me have the job training and write this report. Thanks a lot.

The writer realizes that this Final Project Report is far from being perfect. Therefore, she would appreciate and is willing to accept positive advices and criticisms.

Finally, the writer hopes that this Final Project report will be useful for all readers.

Surakarta, February 2010

Mifta Amalia Kurniasari



## **ABSTRACT**

**Mifta Amalia Kurniasari. 2010. The Promotion Strategy of DISBUDPAR Surakarta in Developing Surakarta Tourism English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.**

This final project report is written based on the job training which was been done at DISBUDPAR Surakarta. The objectives of this report are to describes the promotion strategies of DISBUDPAR Surakarta, to find out the problems faced by DISBUDPAR Surakarta and the solutions to the problems faced by DISBUDPAR Surakarta in developing tourism in Surakarta. The data of this report are taken from observation and library study by collecting information from books, document, interview and other reliable literatures.

Based on the observation conducted, conclusion can be drawn that DISBUDPAR did various promotion activities which are done continuously and organized. Promotion is done in order to create awareness among public about tourist attraction and also improve the tourist visit at Surakarta. There are several promotion activities done by DISBUDPAR, opening TIC, promoting tourism attraction, holding events and participating in national and international events, carrying out annual putra-putri Solo, and making coordination with other entertainment places.

In relation to developing surakarta tourism, DISBUDPAR faced several problems. There are problem related to budget, bureaucracy and human resources. Therefore, the implementation of promotion activities by DISBUDPAR that were supported by proper budget, simple procedural administration system and reorganizing the schedule of DISBUDPAR officer is needed to develop surakarta tourism.

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

Indonesia is a big country consisting of thousands islands, including small and big islands. Indonesia is well-known in the world, especially in South East Asia as one of international tourist destinations in the world, many international or regional tourists are interested in visiting Indonesia every year. It is for the beauty of the natures, many historical places, the richness of cultures and arts.

Indonesian tourism attractions are unique and different with others, many kinds of beauty of natures, cultures, and ethnic groups in Indonesia can attract tourist to visit, and it is proven by number of tourists who come to Indonesia everyday. Indonesian government relies on the income of tourism industry in Indonesia, because the development of this industry has a big chance in the future considering many attractive tourist destinations in this country.

One of big islands in Indonesia is Java which is the center of administration. At the heart of Java, there is one of the cultural cities named Surakarta, which is also known as Solo city. Solo is a part of the most interesting tourist destinations in Central Java. Surakarta governments try to develop tourism professionally, because they realize that Solo with its richness of cultures, arts and nature. It is a potential destination for tourism industry. Surakarta government can

increase the income of Solo people by developing the tourism industry. On the efforts to develop tourism, it is not necessary to import some machines, or high technologies to support it, tourism industry only needs promotion to introduce its attractions to the people.

The promotion activities of Surakarta tourism are handled by DISBUDPAR (Dinas Kebudayaan dan Pariwisata)-bureau of culture and tourism. DISBUDPAR has main duties of promoting and developing Solo tourism industry. DISBUDPAR has some strategies to promote Solo as tourism city.

The writer would like to know more about the activities and the strategies done by DISBUDPAR to promote Surakarta tourism, for that reason the writer was interested in choosing job training as a front desk officer of DISBUDPAR Surakarta, and the writer chooses the title "*The Promotion Strategies of DISBUDPAR Surakarta in Developing Surakarta Tourism*" for the final project report.

### **A. Objectives**

The objectives of this final project are :

1. To describe the promotion strategies of DISBUDPAR Surakarta in promoting Surakarta tourism.
2. To find out the problems faced by DISBUDPAR Surakarta in promoting Surakarta tourism.

3. To find out the solutions to the problems faced by DISBUDPAR Surakarta in promoting Surakarta tourism.

### **B. Benefits**

The writer hopes that the final report gives benefits to:

1. DISBUDPAR

The final project can be used by DISBUDPAR to find the strengths and the weaknesses of DISBUDPAR, so they can improve their work.

2. Writer

The writer can know more about DISBUDPAR, and can find out strategies and problems faced by DISBUDPAR in promoting Surakarta tourism.

3. Readers

The final project can give readers information about the strategies and the problems of DISBUDPAR in promoting Surakarta tourism.

**CHAPTER II**  
**LITERATURE REVIEW**  
**A. Promotion**

**1. The Definition of Promotion**

Promotion is communicating with public in an attempt to influence them toward buying your products and/or services. Promotion is the broader, includes all the ways available to make a product and/or service known to and purchased by customers and clients. The word promotion is also used specifically to refer to a particular activity that is intended to promote the business, product or service.

( Susan Ward, <http://www.about.com/topic/promotion> )

According to The Longman Dictionary of Contemporary English, promotion means:

- a. A progression upward in rank: [advancement](#), [elevation](#), [jump](#), [rise](#), [upgrade](#).
- b. A systematic effort and act : increasing the reputation by favorable publicity such as [advertisement](#), [ballyhoo](#), [buildup](#), [publicity](#), and [puffery](#).

Promotion is one of the marketing strategy activities that have a close relationship with communication. It is the type of persuasive communication between marketer and one or more of its stakeholders group.

([www.quintcareers.com/jobseeker\\_marketing\\_glossary.html](http://www.quintcareers.com/jobseeker_marketing_glossary.html).15th

June

2009.8.43pm)

So that Promotion is an important part of marketing activities in every company. The success of company is determined not only by the quality of services and products, but also by the marketing activities done by the company to inform and to influence the public toward buying its products or services. Promotion activities include any actions designed to advance or to increase the sales of the product or the services. Promotion has close relationship with communication.

## **2. The Promotional Mix**

Promotion is one of the four Ps of marketing—price, product, place, and promotion. Promotion is generally thought as a sequence of activities designed to inform and convince individuals to purchase a product, [subscribe](#) to a belief, or support a cause. All of the various tools available to marketing managers for achieving company objectives is known as the promotional mix—advertising, personal selling, public relations, sales promotion and direct marketing. (Berkowitz, Eric N. 2000:494)

### **a. Advertising**

Advertising is any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor. Among the common forms of advertising are advocacy, comparative,



cooperative, informational, [persuasive](#), product, reminder, point-of-purchase, and specialty. It includes the use of such media as signs, billboards, and Internet Web sites, logos on clothing radio, television, magazines, and newspapers.

b. Direct selling

Personal selling is one of the most effective promotional techniques because it facilitates interaction between sellers and potential consumer. Face-to-face selling also provides immediate feedback, which helps salespeople to adapt.

c. Public Relations

▪ Definitions of Public Relations

Public relations is about reputation, the result of what you do what you say and what the others say about you. Public relations practice is the discipline which looks after reputation, with the aim of understanding, supporting and influencing opinion and behavior. It is the planned and sustained effort to establish and maintain goodwill and mutual understanding between organization and its publics ( IPR, 1999:1 in Harrison, 2002:2)

According to Berkowitz, Eric N, 2000, in his book, public relations has been described as building [goodwill](#) with a company's various publics, including consumers, employees, government

officials, [stockholders](#), and suppliers. Consumers must believe that they are buying from a caring, honest, and [trustworthy](#) company. The most valuable asset a company has is its employees. Therefore, it is essential that employees believe in their company. Maintaining a positive public image is also important, because government agencies, and offices monitor the media and have regulatory [oversight](#) over company activities. Another key interest group for any company that offers publicly traded securities are the stockholders. Suppliers are most concerned about being paid for the product they are selling to a company.

- The functions of Public Relations are :

- (1.) Press Relation : Presenting news and information about the organization in the most positive light.
- (2.) Product Publicity : Sponsoring effort to publicize specific products.
- (3.) Corporate Communications : Promoting understanding of the organization through internal and external communications.
- (4.) Lobbying : Dealing with legislator and government officials to promote or defeat regulation.

(5.) Counseling : Advising management about public issues and company positions and image during good times and bad.

(Berkowitz, Eric N. 2000:494)

The overall goal of any public relations effort is to project a positive company image.

- Sales promotion

According to American Marketing Association, sales promotion is the marketing activities other than advertising, publicity and personal selling. It is aimed to stimulate interest, trial, or purchase by final customers. Companies use sales promotion for a variety of reasons;

- (1) to attract new product users who will [hopefully](#) turn into loyal consumers who keep buying the product;
- (2) to reward existing consumers with a price reduction, thereby and maintaining their loyalty
- (3) to encourage repeat sales from occasional consumers.

- Direct marketing

Direct marketing uses direct communication with consumers to generate a response in the form of an order, a request for further

information or a visit to a retail outlet. The communication can take many forms including face-to-face selling, direct mail, catalogs, telephone solicitations, direct response advertising ( on radio and television and in print ) and online marketing. It has the advantage of being customized to match the needs of specific target markets. Message can be developed and adapted quickly to facilitate one-to-one relationship with customer.

## **B. Tourism**

### **1. The Definition of Tourism**

According to The [World Tourism Organization](#) tourism is [travel](#), tourism is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. Travel is the change in Location of people on a trip through the means of transport from one location to another. Travel is most commonly for recreation or for business trip; but may be for numerous other reasons. The people who [travel](#) for [recreational](#) or [leisure](#) purposes are called tourist.

J. Christopher Holloway in his book *the Business of Tourism* states that “tourist is someone who arranges a trip or a journey to see something different. Tourist can be divided into six groups on the basis of the characteristics of the trip and the place visited; they are:

a. Foreign tourist

Foreign tourist is someone who does a trip coming from another country and has a temporary visit.

b. Domestic foreign tourist

Domestic foreign tourist is a foreigner who has to stay or live in a country because of his job duty, who does a trip in the territory of the country he/she stays. For example: the ambassador of Britain for Indonesia does a trip in Bandung.

c. Domestic tourist

Domestic tourist is a local citizen of a country doing trip still in the boundary of his/her country.

d. Indigenous foreign tourist

Indigenous foreign tourist is a foreigner having functionary position in a foreign country and then he/she comes to his /her origin country and does a trip. For example: an American who works as a consultant in foreign enterprise in Indonesia then he does vacation in America.

e. Transit tourist

Transit tour is a tourist doing trip to a particular country by flight, journey, or voyage that should pass by in a particular airport, station, or harbor not because of his will.

f. Business tourist

Business tourist is a person, both foreigner and local citizen, doing trip but for a particular purpose instead of for pleasure. However his/her pleasure begins after the primary business has been done.

According to Dr. Salah Wahab in his book *Tourism Management* (1975:9) tourism is a new kind of industry, which has capability to produce a fast economy growth. This industry is providing a new job field, increasing income, standard of living and stimulating other productivity sectors.

A potential tourism destination should include 4 factors ( 4A ), the factors are :

1. Attraction : what are the objects
2. Access : how to get there ( transportation )
3. Activities : what people can do in the destination
4. Amenities : what facilities that people can have ( accommodation : hotel, restaurants )

Therefore, tourism is the temporary short-term movement of people to destination outside the place where they normally live and work, for taking a vacation and having a good time. However, tourism has a lot of definitions depending on the expert with different basis of the study

### **3. The Classification of Tourism**

Nyoman S. Pendit (1990) in his book *ilmu Pariwisata, Sebuah Pengantar Perdana* explains that based on the origin of the tourist, tourist can be classified into two groups, they are:

- a. Domestic tourist; that is a local citizen of a country doing excursion in the boundary of his/her country.
- b. Foreign tourist; that is people who visit certain places who come from outside the country or city he/she visits.

Based on the period of visiting, tourism can be divided into two types, they are:

- a. Short period tourism; that is a tour which is conducted by tourists who visit certain places or tourism objects only for several days.
- b. Long period tourism; that is a tour which is conducted by tourists who visit certain places or tourism object for several months.

Based on the number of people, tourism can be classified into two groups, they are:

- a. Individual tourism is a tour which is conducted by person or a family.
- b. Group tourism is a tour which is conducted by twenty or more people in a group.

Another classification of tourism delivered by The [World Tourism Organization](#) are :

- a. Disaster tourism : The act of tourism to a disaster area as a matter of curiosity. The behavior can be a nuisance if it hinders rescue, relief, and recovery operations.
- b. Ecotourism : a form of tourism, that appeals to ecologically and socially conscious individuals. Generally speaking, ecotourism focuses on volunteering, personal growth and learning new ways to live on the planet.
- c. Heritage tourism : a branch of tourism oriented towards the cultural heritage of the location where tourism is occurring. Culture has always been a major object of travel.
- d. Cultural tourism : tourism that generally focuses on traditional communities who have diverse customs and unique form of art.



e. Agritourism : a style of vacation which is normally on farm, this may include the chance to help with farming task during the visit, tourist can pick fruits and vegetables, ride horses, taste honey, hand-crafted gifts, and much more.

f. Adventure tourism: a type of tourism involving exploration or travel to remote areas, it may include the performance of acts that require significant effort and may also involve some degree of risk.

## **CHAPTER III**

### **DISCUSSION**

#### **A. General Description of DISBUDPAR Surakarta**

##### **1. History**

Surakarta as a cultural city has main duty to develop tourism in Solo regency. The Surakarta government has several institutions in many different sectors. One of the institutions is Dinas Pariwisata Surakarta that handles and developer tourism sector in Surakarta. Dinas Pariwisata Surakarta was established in 1985. It was established after the Mayor of Surakarta issued the decree No. 29/HK/05/PHG 79 to develop tourism in Surakarta. Based on the decree No. 84/2000 about the regional administration staff rules, the Mayor of Surakarta changed the name Dinas Pariwisata (DISPARTA) Surakarta into Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) Surakarta. Then, based on decree No. 16/2008, the Mayor of Surakarta changed the name Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) Surakarta into Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Surakarta. DISBUDPAR is a state institution, which serves and helps the local, national, or international

tourist. It also is an organizer element of city government affairs in art.

## 2. Vision and Mission

The vision and mission of DISBUDPAR Surakarta are as follows:

### a. Vision

- Surakarta will be directed to become a well-known tourism destination on Indonesia based on culture and art.
- Disbudpar has the relationship principle with strong pillars, such as city government, culturist and tourism performer society that will created the optimalization of tourism potential.

Creating Solo city as a tourist destination city based on culture.

### b. Mission

- Encouraging preservation and attention of object and the best tourist attraction, to increase the quality of local tourism development.
- Providing accurate information in tourism and cultural sector with the supply of qualified human resources.

- Increasing the quality of human resources in tourism and cultural sector and supplying the public service oriented to the costumers.
- Implementing the relationship with the tourism practitioners and other stakeholders in the framework of the tourism.

### 3. Location

DISBUDPAR Surakarta is located on Jl. Brigjen Slamet Riyadi 275; it is between Wisata Niaga Hall and Radya Pustaka Museum.

### 4. Organization structure

DISBUDPAR Surakarta has several divisions based on its duties in improving the tourism, art, and cultural aspects at Surakarta regency. These following points are the division of DIBUDPAR.

#### a. Official Head

The main duty of the Official Head is to carry out the governmental affairs in tourism, art, and culture sector. Generally, Official Head has several important duties, such as arranging the strategic planning, formulating the technical policies, and analyzing the problem faced by this office.

#### b. Administration Department

The main duty of this department is handling problems regarding with planning, evaluating, and reporting, finance, and general administration and staffs affairs.

This department consists of three sub-divisions:

1. Planning, Evaluating: The duties of this section are collecting, managing and displaying the data as the arrangement materials of the strategic planning and the annually official work program, and then carry on the data monitoring, analyzing, evaluating and arranging.
2. Finance Sub-division: The duty is to manage, to be responsibly for the finance and to handle the administration of finance.
3. General administration and Staff Affairs Sub-division: The duty is handling archives

#### c. Tourism Accommodation and Entertainment Department

The main duty of this department is handling problems regarding with accommodation for tourists and also the recreation and public entertainment.

This department consists of two sections:

1. Tourism Accommodation Section: the duty is collecting and arranging the material of tourism explanation and to monitor tourist accommodation.
2. Recreation and Public Entertainment Section: the duty is constructing and monitoring the public amusement and recreation.

d. Artistic, Cultural, Historical, and Archaeological Department

The main duty of this department is handling problems regarding with Art, Culture, History and Archaeology.

This department consists of two sections:

1. Artistic and Cultural Section
2. Historical and Archaeological Section.

e. Tour Department

The main duty of this department is handling problems regarding with preservation and development assets, promotion and information, and cooperation.

This department consists of three sections:

1. Preservation and development Assets Section

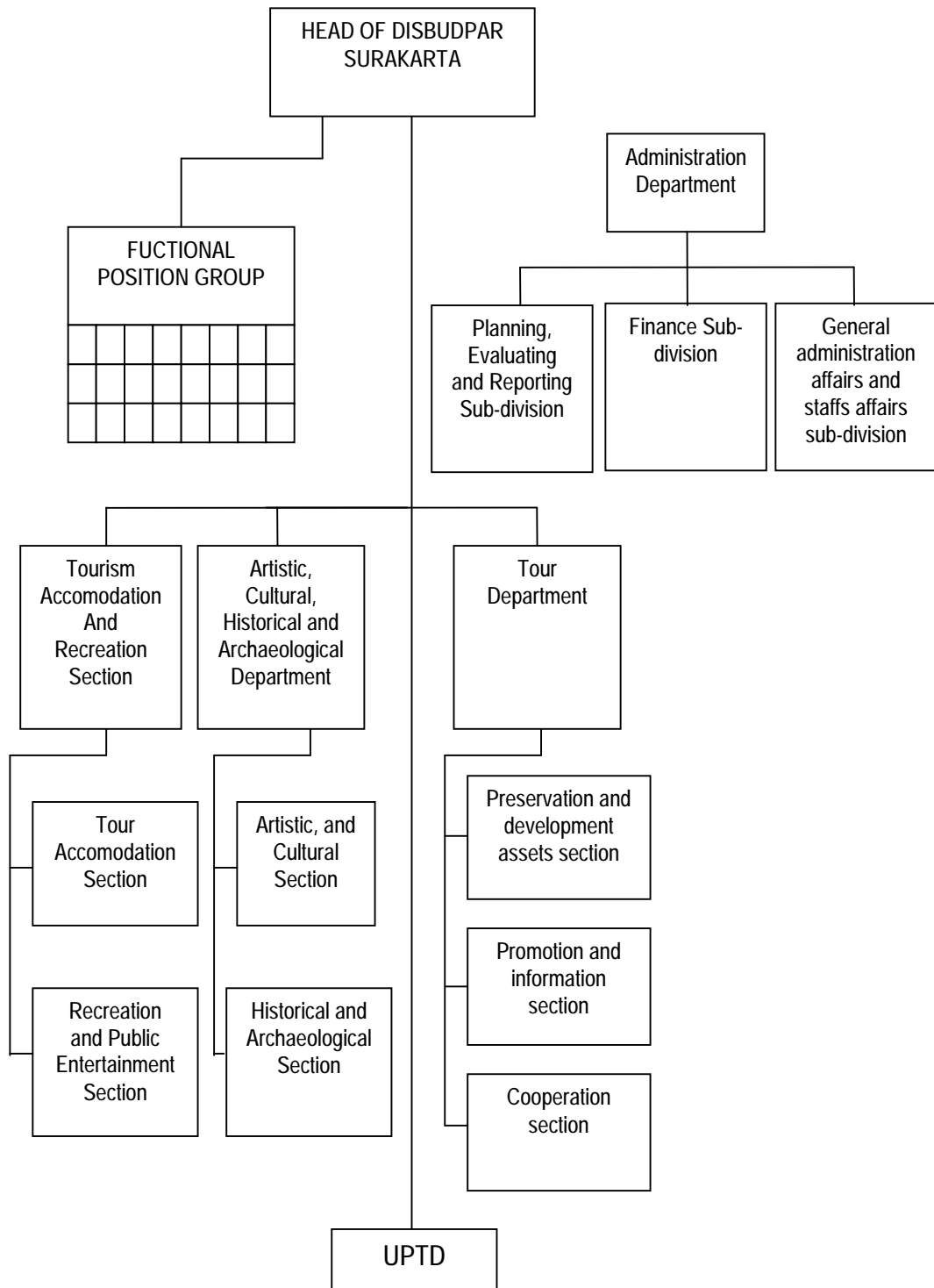
2. Promotion and Information Section

Promotion Section: the duty is to collect and arrange promotion about tourism, promotion development.

Information Section: in Information Section, there is TIC (Tourist Information Center) the duty is to give information about the tourism for tourist who visit TIC

3. Cooperation Section.

5. Organization Chart





## **B. The activity of the writer in DISBUDPAR Surakarta**

In implementing the job training in DISBUDPAR, the writer is a trainee works as a receptionist in Tourist Information Centre (TIC). She started to have the job training from 1<sup>st</sup> February to 3<sup>rd</sup> March 2009. The working hour started from 7.30 am until 02.30 p.m. Tourist Information Centre is an institution giving services to the public who need information about tourism. Tourist Information Centre belongs to the Tourism Service and Information Division. The activities of the job training are:

1. Providing the services of information to the tourism either domestic or foreign who need information about Surakarta City including tourism objects in Indonesia, public place, culture and art show, hotel accommodation, itinerary, transportation, shopping centre and other exiting places around Surakarta City.
2. Welcoming the guests who visit DISBUDPAR
3. Receiving and delivering the mails, proposals and invitations to DISBUDPAR.
4. Making a list of the tourists who have visited DISBUDPAR.

During works as receptionist the writer is not only do the job of receptionist, sometimes the writer helps the Administration

Department to make report and to type the data. The writer also helps and participates as an officer on some events held by DISBUDPAR.

### **C. The Strategy of Promotion of DISBUDPAR in Developing Surakarta Tourism**

Promotion is the communication part of marketing. Promotion provides the customers with information and knowledge in an informative and persuasive manner. This is expected that promotion activities can increase the number of visitors (tourists). There are strategy of promotion of DISBUDPAR in developing Surakarta tourism :

#### **1. Opening TIC**

TIC is one of the efforts of DISBUDPAR in promoting Surakarta Tourism Objects. It belongs to the Tourism Service Information Division. Tourists Information Center's duty is to give information about the tourism matters needed by domestic and foreign tourist. Both domestic and tourism from abroad must be served well without making any differences between them. When those tourists come to TIC and ask about tourist attractions, accommodation, Restaurant, money changer, and all about tourism in Solo, TIC officer will give them the information they need. Information of tourism is one of products that tourism offers to the

tourists. A good service to giving information to the tourists may increase the number of tourists. TIC provides calendar of events, leaflets, map of Solo, brochures, tourist guidebook, catalogue of Solo to inform the tourist about the attractions (events) and objects. It also provides information about tour guide or a car for rent.

Working hour in TIC is Monday to Saturday from 8 am to 4 pm, and Sunday from 10 am to 4 pm, it has four locations, they are situated at:

- a. TIC at front office of DISBUDPAR
- b. TIC at Adi Sumarmo Airport
- c. TIC at Solo Railway Station
- d. TIC at Tirtonadi Bus Station

## **2. Promoting Tourism Attraction**

In promoting tourism attractions of Solo City and surroundings, DISBUDPAR use a several promotional instruments, they are as follow:

- a. Printed Media

DISBUDPAR tries to attract the foreign and domestic tourism by using printed media like brochures, catalogues and leaflets that have pictures and description about the specified

tourist objects and also makes performance agenda. This is like brochures that contain the calendar of events a year.

b. Electronic Media

DISBUDPAR has the website ( [www.visit-solo.com](http://www.visit-solo.com)) about the tourist's objects that are located in Surakarta. It is presented to anyone

who wants to know about the description in certain tourism objects in Surakarta without coming to DISBUDPAR. By putting promotional materials on the web, one saves on printing costs, while one is able to update the information at any point in time without substantial costs. In other words, it is an economic and flexible option.

DISBUDPAR is also has the “ TOUCH SCREEN “, it is like brochures, in the shape electronic, which can be used by the visitors themselves by touching the screen if they wants to know about Solo surrounding and its vicinity. It is located in front office of DIPARSENIBUD and Adi Sumarmo Airport.

### **3. Holding Local Events and Participating in National and International Events**

- **Holding Local Events**

To attract tourist to visit, DISBUDPAR tries to provide many local culture and art show. Local events perform traditional culture of Surakarta. It shows the identity of the Surakarta culture; it is shown in public space such as Gamelan on the street. The local events are held on different period; daily, weekly, monthly, annually or only in particular time related to certain event. The Sekaten festival is one of the examples for religious local events. This year, it was held on March, 14-20. The Sekaten festival is held to celebrate the birthday of Prophet Muhammad. It is celebrated with variety shows, street stands which offer souvenirs, as well as various handicrafts. The climax of this event is the carnival of Gunungan. Other religious local events are Malam Selikuran (Nuzulul Qur'an), the Syawalan festival, etc. besides, one of the Javanese tradition local events is Kirab Pusaka (the Heirloom Procession). This is a procession of the traditional event held by the Surakarta and Mangkunegaran Palaces to celebrate the Javanese New Year, the first day of Asyura.

The examples of daily art performances are traditional dancing rehearsals in Kraton Surakarta (Surakarta Hadiningrat Palace) and Mangkunegaran Palace on Wednesday. Another daily art performance is human puppets show in Sriwedari hall every night except on Sunday. The annual biggest event is the

anniversary of Surakarta city which is held on February 17. There are cultural parade and performances in this event. It is usually centered along Slamet Riyadi Street, as the center of the city.

- **Participating in national and international events**

Promoting activities of the Surakarta tourism is not only done by holding local events, but also by participating in both national and international events. There are many national events in which DISBUDPAR Surakarta takes part, such as Gebyar Nusantara in Jakarta, Nusa Dua Bali Festival, and Batam Festival.

Surakarta joined a Mask festival in Korea last year. Surakarta was appointed as the delegation from Indonesia. Moreover, this year Surakarta will take a part in Manado festival that involves another country such as Singapore, Malaysia, and Australia. Surakarta also will be the host of World Heritage Cities Congress and Expo on October 25-28, 2008 and Solo International Ethnic Music (SIEM).

During participating in national and international events, DISBUDPAR use that occasion to show off the specific tradition products of Surakarta such as Batik, leather puppets, handicraft, wood carving, traditional food, etc. Giving CD, brochures, catalogue of Surakarta tourism is also used as media of promotion. For National and International events, DISBUDPAR Surakarta carries Art team consisting of traditional dancers, narrator of the

shadow puppet show (dalang), puppeteer of the traditional human puppet show, traditional singer (sinden) to perform traditional culture and art show.

#### **4. Carrying out annual “putra- putri Solo“**

Every year DISBUDPAR holds “Putra- Putri Solo Events. It is aimed to appoint tourism ambassador for Surakarta. Their duty is to promote the Surakarta tourism, to people out of Solo, even to the world by joining national and international event. Everyone who wants to be “Putra-Putri Solo” has to fulfill the requirements such as the requirement to have good physical appearance, smart, have expanding horizon about the Tourism and Culture of Surakarta, and also to be fluent to communicate in foreign languages, especially English.

#### **5. Making coordination with other Entertainment Places**

One of the four factors of potential tourism destination is the amenities ( what facilities that people can have ). For that reason DISBUDPAR makes coordination with hotels, motels, home stays, restaurant, pubs and other entertainment places and also travel agent. This step has objectives to make accommodation available for tourists and visitors, so they will stay longer in Surakarta, because they feel comfortable and satisfied.

#### **D. Problems Faced by DISBUDPAR in promoting and developing Surakarta Tourism**

In promoting activities, DISBUDPAR faces some difficulties. The problems are related to Budget and Bureaucracy and Human Resources.

##### **1. Problems related to Budget**

In The limited budget is the second problem and also the most vital problem faced by DISBUDPAR in promoting Surakarta tourism object. The writer said that it is the most vital problem because budget has a very tight connection with the other problem that is the development and promotion efforts which are not well performed.

The budget can support the promotion activity as well as replace the old equipment in the DISBUDPAR. The right promotion needs a large amount of budget; for an example, the arts exhibition to abroad,

makes an advertisement of Solo in the form of leaflets, booklets, brochures, and etc. Definitely, it needs a lot of money, and unfortunately. The DISBUDPAR does not have enough funds



allocations from Central Government. That is why the proper amount of budget is definitely needed in DISBUDPAR.

## 2. Problem related to bureaucracy

Bureaucracy is the structure and set of regulations in place to control activity, usually in large organizations and government. In holding or participating in some event, DISBUDPAR has to take long preparations. One of them is procedural administration from other institution which is related to the realization of certain event. Above all, the government administration as everyone knows, is too complicated. It affects the fluency of procedural administration process in holding or participating in an event. Decision about the matters related to the organization or the participation of an event cannot be made in short time since it should be made by the central government.

## 3. Human Resources

Many tourists from all over the world come to Solo. Not all of them speak English in communication. Sometimes, they use their own language ( mother tongue ) to communicate with the TIC staff or DISBUDPAR staff because they can not speaks English. When those tourists come to TIC and ask some information they need, the staff get confuse and it seems that they do not know what to do because they can not speak any other foreign language expect

English. This problem definitely can give bad impact to the services of the tourist. Although some of the tourists are carrying a guide with them, there are many of them who do not. After this situation happened, the tourists will feel disappointed because they can not get the information they want and the officers feel guilty because they can not give satisfying services to them. The other problem related to human resources is “Sunday Problem”, there are only two officers coming at DISBUDPAR on Sunday, whereas most of tourist come to DISBUDPAR on Sunday.

After knowing some problems in promotion activities of Surakarta tourism, there are some strategies to deal with the problems:

1. Budget

One of the solutions to overcome the lack of budget is by holding cooperation between DISBUDPAR and other institutions in running promotional activities, such as printing guide books, brochures in contribution to promote Solo tourism, hotel owner, exhibitions, and festival and contest activities and also invite some journalist to write about Solo tourism. DISBUDPAR as the institution handling tourism matter allocate more funds in APBD (Local government Budget) to Central government. This strategy is

very beneficial for tourism field development, especially in promotion activities.

## 2. Bureaucracy

The procedural administration system in state-owned government as well as DISBUDPAR is considered too intricate. It needs long time process to make a decision. However, this problem still cannot be solved yet.

## 3. Human Resources

In recruiting the TIC staff, DISBUDPAR give the additional materials tests. The staff should master more than one foreign language. And after they work as the TIC staff, they should:

- Memorize the brochures containing the tourism objects, the way to get there, the departure time, transportations, and the cost to go to the tourism objects.
- Prepare the self- confidence, competence, braveness, mental and physical preparation, comprehension of the working knowledge.
- Learn further about the techniques of communication, so that the TIC staff will be able to communicate clearly, fluently, and comprehensively in speaking to the tourists.

- Reorganizing the schedule of officers on Sunday to solve the Sunday problem.

## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

Based on description and the discussion above, the writer concludes that DISBUDPAR of Solo City as the local institution in tourism field in Surakarta plays an important roles in order to support, promote and develop Surakarta tourism objects.

The strategies of promotion of DISBUDPAR in developing Surakarta Tourism Objects are:

1. Opening TIC
2. Promoting Tourism Attraction
  - Printed media (brochures, catalog, and leaflets)
  - Electronic media ([www.visit-solo.com](http://www.visit-solo.com) and TOUCH SCREEN)
3. Holding local event and participating in National and International event
4. Carrying out “Putra- Putri” event at Solo City every year.
5. Making coordination with other entertainment places

In carrying out the duty DISBUDPAR faced many problems that affecting the goals. The problems faced DISBUDPAR in Promoting Surakarta Objects are:

1. Limited Budget

2. Bureaucracy
3. Human Resources

After knowing the problem, the solutions of DISBUDPAR in Promoting Surakarta Tourism Objects are:

1. Budget

The solutions to overcome the lack of budget is by holding cooperation between the DISBUDPAR and other institutions in running promotional activities, and also invites some journalist to write about Solo tourism.

2. Bureaucracy

The procedural administration system in state-owned government as well as DISBUDPAR is considered too intricate. It needs long time process to make a decision. However, this problem still cannot be solved yet.

3. Human Resources

In recruiting the TIC staff, DISBUDPAR should give additional tests materials. The staff should master more than one foreign language. And after they work as a TIC staff, they have to memories and recognize anything about Surakarta and surrounding in order to make tourist satisfied with their service when tourist ask about Surakarta. And then the solution to Sunday problems is reorganizing the schedule of officers on Sunday.

## **B. Suggestions**

Based on the problems that have been discussed above, the write has some suggestions for DISBUDPAR and the related partner. The suggestions are as follows:

### **1. DISBUDPAR**

- DISBUDPAR should appoint responsible officers to handle tourism development in Surakarta. In development tourism objects, DISBUDPAR is not only tries to increase the number of visitors to come to Solo, but also prevent the environment and social life from the negative impact of its development.
- All of officers in DISBUDPAR should be discipline at working hours.
- DISBUDPAR should be active in developing the art and cultural performances because Surakarta still has many cultural and historical values that should be develop in order to attracts the

tourists, for example, Kethoprak, Leather Puppet, Dancing Performances, etc.

## 2. The Surakarta's Government

- The Surakarta government should give more information to the investors about the potential of Surakarta to be a tourist destination, so they will invest their money in Tourism sector. By doing this strategy, the Surakarta government can overcome some of the financial problems in developing tourism.

## 3. The Tourism Objects Organizers

- They should actively coordinate with DISBUDPAR to promote their tourism object.
- They should make new innovations in order to attract the tourist to visit their tourism object.



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