

**THE ROLES OF KARANGANYAR TOURISM OFFICE
IN PROMOTING THE TOURISM POTENTIALS
IN KARANGANYAR**



FINAL PROJECT REPORT

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

By:

NUR WULANDARI

C 9305059

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

2008

APPROVAL OF SUPERVISOR

**Approved to be examined before the board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University**

Title : THE ROLES OF KARANGANYAR TOURISM OFFICE IN
PROMOTING THE TOURISM POTENTIALS IN
KARANGANYAR
Name : Nur Wulandari
NIM : C9305059

Supervisor,

M. Taufik Al Makmun, SS

NIP. 132 309 445

APPROVAL OF THE BOARD OF EXAMINERS

**Accepted and Approval by the board of Examiners,
English Diploma Program, Faculty of Letters and Fine Arts
Sebelas Maret University**

Report Title : THE ROLES OF KARANGANYAR TOURISM OFFICE
IN PROMOTING THE TOURISM POTENTIALS IN
KARANGANYAR

Student's name : Nur Wulandari
NIM : C9305059
Examination Date : August 11th 2008

The Board of Examiners

1. Yusuf Kurniawan, SS, MA (.....)
Chairperson NIP. 132 231 475
2. M. Farkhan, S. Ag, M.Ag (.....)
Secretary NIP. 132 309 950
3. M. Taufik Al Makmun, SS (.....)
Main Examiner NIP. 132 309 445

Faculty of Letters and Fine Arts
Sebelas Maret University
Dean,

Drs. Sudarno, M.A.
NIP. 131 472 202

MOTTO

Now or Never

Life Must Go On

DEDICATION

This final project is dedicated for

- My Lord of Allah SWT
- My beloved parents
- My beloved big family
- My beloved friends

ACKNOWLEDGEMENT

Alhamdulillah My greatest thanks to Allah SWT, finally the writer could finish this final project.

In doing this final project, support and suggestion are very important for me. Therefore, I would like to present my gratitude to:

1. Drs. Sudarno, MA, The Dean of Faculty of Letters and Fine Arts for his approval.
2. Yusuf Kurniawan, SS. MA, The Head of the English Diploma Program for his guidance.
3. Fitria Akhmerti Primasita, SS. MA, my Academic Supervisor, for her guidance during the study in English Diploma Program, Sebelas Maret Surakarta
4. Dra. Diah Kristina, MA, my first Consultant, for the guidance, patience, correction and advices for this paper.
5. M. Taufik Al Makmun, SS, my second Consultant, for the guidance, correction, advices and support for me.
6. All my lecturers in the Faculty of Letters and Fine Arts Sebelas Maret University, for their guidance and knowledge that have been given for me.
7. Drs. IA. Joko Suyanto, MM, a Head of Karanganyar Tourism Office for the permission to do my job training.

8. Mr. Soenarto, my supervisor in Karanganyar Tourism Office for the patience and guidance. I study many things from you.
9. My beloved parents, Ibu and Bapak thanks for your loves, support, prayer, advices, guidance and inspiration are give me strength. I love you so much!!!!!!!
10. My beloved sister, mbak Nur for the support and I am very sorry if I ever made you disappointed.
11. My lovely friends, Wiwik, Wiche, and Shinta for support and friendship. I'll always remember you girls. Lina, good luck for you to find someone that you love.
12. My brothers, Phatoer, Yoedhi and Abdul for advice and support to finish my paper.
13. All of my friends in B class that I can't mention one by one, good luck for you guys and nice to see you all.

I realized that this final project is far from being perfect. Therefore, I would like to accept any suggestion, comment and criticism to improve this report.

ABSTRACT

NUR WULANDARI. 2008. The Roles of Karanganyar Tourism Office in Promoting The Tourism Potentials In Karanganyar. English Diploma Program. Faculty of Letters and Fine Arts, Sebelas Maret University.

The report is written based on the job training done by the writer in Administrasion Division of Karanganyar Tourism Office from February 1st to February 29th 2008.

The objectives of this final project are to describe the roles and the efforts of Karanganyar Tourism Office in promoting tourism potentials in Karanganyar.

Based on the discussion, it can be concluded that Karanganyar Tourism Office has important role in promoting the tourism potentials in Karanganyar. Karanganyar Tourism Office as the local institution plays important role in order to support, promote and develop tourism object in Karanganyar. To promote the tourism potentials, Karanganyar Tourism Office has some efforts. They are: 1) Increasing promotion and tourism marketing, 2) Increasing the tourism attractions, 3) Increasing tourism guiding and counseling and 4) Providing, repairing and safeguarding the tourism facilities.

TABLE OF CONTENTS

TITLE.....	i
APPROVAL OF SUPERVISOR.....	ii
APPROVAL OF THE BOARD OF EXAMINERS	iii
MOTTO	iv
DEDICATION	v
ACKNOWLEDGEMENT	vi
ABSTRACT.....	viii
TABLE OF CONTENTS.....	ix
CHAPTER I. INTRODUCTION	1
A. Background	1
B. Objectives	2
C. Benefits	3
CHAPTER II. LITERATURE REVIEW	4
A. Tourism	4
1. Definition of Tourism	4
2. Tourism Object in Karanganyar.....	4
B. Promotion.....	6
1. Definition of Promotion.....	6
2. Kinds of Promotion	7
CHAPTER III. DISCUSSION	9
A. Karanganyar Tourism Office Description.....	9
1. History of Karanganyar Tourism Office.....	9
2. Vision and Mission	10
3. Organizational Structure	12
B. Job Training Activity	15
C. The Efforts of Karanganyar Tourism Office.....	15
D. The Proponent Factors	18

CHAPTER IV. CONCLUSION AND SUGGESTION.....	19
A. Conclusion	19
B. Suggestion.....	20
BIBLIOGRAPHY	22
APPENDICES	

CHAPTER I

INTRODUCTION

A. Background

Tourism has become an important commodity in Indonesia. The attractions and objects are scattered throughout the Indonesian archipelago. Indonesia is very lucky to have many potential places. The potential places are related to natural resources that can be processed and used in many facts of life. Indonesia will get a good income from it if the government can seriously maintain this tourism sector. Therefore, the government should pay more attention to develop and promote tourism in Indonesia.

Central Java is one of the tourism attractions in Indonesia. There are a lot of tourist attractions in Central Java; for example temples, traditional places and traditional arts.

One of the tourist destinations in Surakarta is Karanganyar. There are many interesting tourist destinations that can be visited by tourist such as Tawangmangu, Tea Garden, and the center of arts painting “Batik “in Girilayu Village, Suku and Cetho temple.

Tourism, of course, requires efforts to introduce the tourism elements. Promotion is one way to do that. The Tourism Office (Dinas Pariwisata) as a trusted regional government institution has a role to promote the tourist attractions of Karanganyar. They should inform to the publics about tourism destinations in Karanganyar. Therefore, this government institution should

have a good organization and supporting instruments to promote the tourism in Karanganyar.

The writer did the job training in Karanganyar Tourism Office for a month and it was done from February 1st to February 29th 2008. During the job training in Karanganyar Tourism Office the writer did things like visiting the tourism objects, interviewing the staff, collecting the information about the tourism objects, etc.

Based on the phenomena presented above, the writer is interested to describe the position and the effort of the existing of Karanganyar Tourism Office in promoting the Karanganyar tourism potentials. Likewise, the proponent factor of tourism development of Karanganyar is also addressed here.

The title of this final project is “THE ROLES OF KARANGANYAR TOURISM OFFICE IN PROMOTING THE TOURISM POTENTIALS IN KARANGANYAR”.

B. Objectives

The purposes of the final project are as follows:

1. To describe the role of Karanganyar Tourism Office in promoting tourism potential object in Karanganyar.
2. To know the efforts of Karanganyar Tourism Office in promoting tourism potentials in Karanganyar.

C. Benefits

Hopefully this report will be beneficial for:

1. Karanganyar Tourism Office

This report is expected to give an input to Karanganyar Tourism Office in promoting the tourist attractions in Karanganyar.

2. The Readers

This report is expected to be useful for the readers, especially for students who are interested in similar object of observation.

CHAPTER II

LITERATURE REVIEW

A. TOURISM

1. Definition of Tourism

Tourism is traveling for predominantly recreational or leisure purposes or the provision of services to support this leisure travel. (www.sidestore.com//index.php).

Meanwhile according to Richard Sharpley(1994:30) in *Tourism, Tourist and Society*, tourism is the temporary short-term movement of people to destination outside the places where they normally live and work, and their activities during their stay at these destinations, the activities includes movement for all purposes as well as day visit or excursions.

Tourism is travelling for predominantly recreational not to bussiness. It is usually done just for a moment.

2. The Tourism Object in Karanganyar

Karanganyar has so many exciting tourism destinations, which are always interesting to be visited by the tourist (local and foreign tourist). There are many tourism objects in Karanganyar that are interesting to be visited by the tourist, namely:

a) Tawangmangu

It is located 40 km to the east of Solo. This recreational resort offers fresh weather, scenic views, swimming pools, bungalow style hotels and restaurants. It lies on the slopes of Mt. Lawu, at an elevation of 1,300 m above the sea level. Other features of this location includes nearby temples, a national park and the 40 m high waterfall of Grojogan Sewu.

b) Suku Temple

Not far from Solo lies the Suku Temple. Suku Temple is the only unique and erotic temple in Indonesia. It was built in 15th century. The temple is located only 34 km from Solo.

c) Kemuning Tea Plantation

Kemuning Tea Plantation is situated between Suku and Ceto Temple, with a 300 hectares rug of green tea plantation and beauty of the landscape. We can enjoy the beautiful scenery of the green tea plantation and landscape.

d) Ceto Temple

Ceto Temple is located in the western slope of Mt. Lawu, Gumeng Village Jenawi District in Karanganyar - Surakarta. It is located on the hill of 1400 m high from the sea level. Ceto temple has of 13 stages, inwhich the lower part

to the higher ones are similar to Hindu temple. The reliefs of Ceto Temple symbolize a human passion and a portrayal of human being's soul purification.

Another tourism objects in Karanganyar that can be visited by the tourist are Astana Giribangun, Center of Arts Painting "Batik" in Girilayu Village, Jumog and Parang Ijo waterfall, etc.

B. PROMOTION

1. Definition of Promotion

Generally, promotion is communicating with the public in an attempt to influence them toward buying your products and/ or services .(By Susan ward, about.com). There are definitions of promoting according to the experts:

According to Rossister, Jhon R (1998) promotions are often regarded as a more direct form of persuasion, based frequently on external incentives rather than inherent product benefits, designed to stimulate immediate purchase and to " move sales forward" more rapidly then would otherwise occur.

While according to George E Belch (1999) promotion is the coordination of all seller-initiated efforts to set up channels of information and persuasion to sell goods and services or promote an idea.

Promotion is the efforts of someone or institutions to promote a product or service to persuade the public.

In tourism, promotion is the efforts of government and private institutions in using the right media or communication to introduce the product or tourist attractions, to attract the prospective tourist to visit the objects.

2. Kinds of Promotion

Promotion consists of the efforts to exploit the opportunities for the profitable investment of capital rising from a disparity between the demand for a product or service and the existing source of supply. According to Sandra Cottier (1996: 8), there are two instruments of promotion, they are:

a. Advertising

Advertising is a paid form of non personal presentation and promotion of ideas, goods or services by an identified sponsor.

Advertising is the method used by a wide variety of organizations to:

- Communicate a message to a selected audience
- Persuade people to buy a product or service
- Highlight specific features/ qualities inherent within the product/ service.

(Bunting, Sandra Cottier. 1996: 8)

Promotion in tourism is done by disseminating on printed media such as brochures, stickers, posters, booklets and leaflets.

b. Sales Promotion

According to Sandra Cottier cited by American Marketing Assosiation, sales promotion is the marketing activities other than advertising that stimulate purchasing and dealer effectiveness, such as displays, shows and exhibitions, demonstrations and various non recurrent selling efforts not in ordinary routine.

Sales promotion has three main targets:

- Consumers
- The trade
- The company

Generally the objectives of promotin are as follows:

- To introduce new product
- To attract new consumers
- To introduce present consumers to buy more

CHAPTER III

DISCUSSION

A. General Description of Karanganyar Tourism Office

1. History of Karanganyar Tourism Office

Karanganyar is one of regencies in central Java which has natural enchantment of mountain range, cool climate and it can be reached by public transportations. The identity of the region is “ INTAN PARI” (Industri pertanian dan pariwisata). In tourism field, Karanganyar regency has many potential tourism assets, both natural, cultural and man-made objects.

KARANGANYAR TENTRAM is the slogan of Karanganyar regency that means Tenang, Teduh, Rapi, Aman, Makmur. Since 1994 Karanganyar has gained “ Adipura” in cleanliness field. Karanganyar also has various tourism objects and tourism industries.

Karanganyar Tourism Office is a state institution and it was built on March 16th 1987 by Karanganyar’s local government. Karanganyar Tourism Office serves and helps the local, national, or international tourists. All of the Karanganyar Tourism Office activities have relations with tourism in Karanganyar.

Karanganyar Tourism Office is responsible for the alteration by full efforts in order to carry out the job and the function of tourism for the development. In this case, Karanganyar Tourism Office plays an important role to improve tourism in Karanganyar.

Karanganyar Tourism Office has an authority for planning the operational policy, giving guidance and constructing the potential tourism attractions, giving the licence for private tourism company comforted to the policy, developing the accommodation operation of tourism, recreation and public entertainment, and the last, controlling and developing art and cultural tourism asset.

In addition, Karanganyar Tourism Office has responsibility in marketing product, holding the promotion of tourism product and also handle the tourism in Karangayar regency.

Besides, the institution has some other functions, as follows :

- ✓ Giving the guidance and leadership in tourism matter, special tourism, hotel, restaurant other tourism industry and also tourism promotion.
- ✓ Making planning of operational and development of tourism.
- ✓ Managing the administration of tourism office.

2. Vision and Mission of the Karanganyar Tourism Office

1. Vision

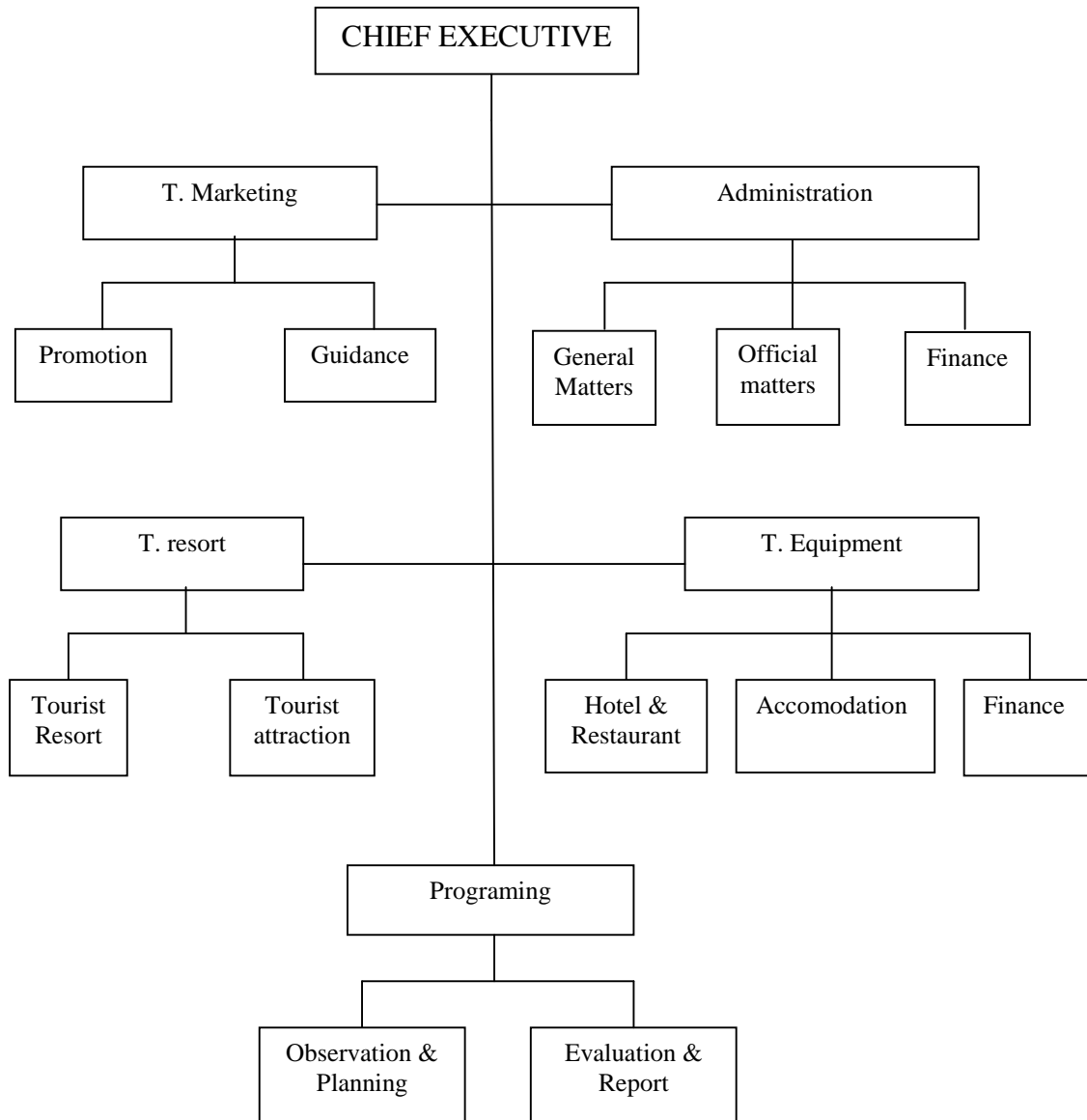
The vision of Karanganyar Tourism Office is to make Karanganyar regency as the main tourist resort.

2. Mission

In order to reach the vision of Karanganyar Tourism Office there are some activities done, such as :

- Improve tourist resort and the potency of tourism professionally by considering the conservation of the environment.
- Make the tourism industry as a field to create the work field to improve prosperity of the society and the income of the regency.
- Improve the management of tourism promotion.

3. The Organizational Structure of Karanganyar Tourism Office



➤ **Chief Executive / Official Head**

In general, the official head must carry out the governmental affairs in the sector of tourism, art, and culture. Particularly, an official head has several important works such as :

1. Arranging the strategic planning and annual working programs of the institution, dividing the duties, giving the direction, supervising work implementation, inspecting and evaluating the subordinates brainwork periodically.
2. Formulating technical policy of guiding, providing permission in tourism field, conducting the official order administration, founding, and developing tourism, art and culture.
3. Analyzing the problems to prepare the problem-solving direction, coordinating the relevant institutions, giving opinion, suggestion, and reporting the job implementation to the superiors as the job responsibility.

➤ Tourism Marketing

The duties are to control and take care of the tourism promotion and guidance services. This department consists of :

- Tourism Promotion Division

The duty is to collect and arrange promotion about tourism, promotion development. It also has the duty to promote the tourism objects in Karanganyar to the public.

- Tourism Guidance Division

The duties are giving guidance and information to te tourist about the tourism in Karanganyar.

➤ Tourism Resort

Tourism Resort has the duty to operate tourism technically and culture in Tourism objects.

➤ Programing

The duties of this section are doing the observation, planning, evaluating and reporting some program that will be done or has been accomplished.

➤ Administration Division

This division has the duties to undertake the general administration affairs, equipment, official house matters, planning and finance administration and empoyee matters.

The Administration Division consists of :

- Sub Division of General Matters

The duty is handling archives, public relation, and system of documentation, flow of information, approval and inventories.

- Sub Division of Official Matters

The duty is collecting, monitoring the information of the employees.

- Sub Division of Finance

The duty is to manage, to be responsible for the finance and to handle the administration of finance.

➤ Equipment Division

The duty of the section is preparing the accomodation and the venue for conducting an event.

B. Activities of the Job Training

The writer was placed in the administration division. When doing the job training in Karanganyar Tourism Office, the writer as a trainee did the duties given by the staff there, such as:

1. Welcoming the guests who visit Karanganyar Tourism Office.
2. Receiving and delivering the mails, proposals and invitations to Karanganyar Tourism Office.
3. Making a list of the tourists who have visited Karanganyar Tourism Office.
4. Doing observation and guiding the tourist in Karanganyar tourism objects.

C. The Efforts of Karanganyar Tourism Office in Promoting Karanganyar Tourism Objects

1. Increasing Promotion and Tourism Marketing

In order to increase the promotion and tourism marketing, Karanganyar Tourism Office does some efforts that relate to the policy above, that are:

- Printing and spreading brochures, leaflets and calendars of events annually.
- Making homepage that contains about the tourism destination and tourism product in Karanganyar, that is [http: www.wisata.karanganyar.go.id](http://www.wisata.karanganyar.go.id)

- Making documentation in every art event and cultural event.
- Making souvenir for the tourists that visit Karanganyar, especially foreign tourists.
- Promoting tourism destination of Karanganyar by using electronic and mass media.

2. Increasing of Tourism Attraction

Karanganyar Tourism Office does some activities in order to increase the tourism attraction in Karanganyar:

- Performing some regular art and cultural event, such as *Grebeg Lawu*.
- Doing some art festivals and competitions.

3. Increasing tourism guiding and counseling

There are several activities that Karanganyar Tourism Office has done as follows:

- Doing guidance to the local tourism organizer to increase their service.
- Increasing the qualification of human resources at the local tourism organizer through tourism course, tourism seminars and tourism training.
- Giving guidance dealing with tourism awareness.

4. Providing, Repairing and Safeguarding of Tourism Facilities

The activities that has done by Karanganyar Tourism Office to implement the policies as follow:

- Doing some repairments of tourism facilities in the tourism object such as:
 - a. Repairing the signs of tourism object
 - b. Repairing the supporting tourism facilities such as: electric installation, lavatories, etc.
- Doing some activities to complete tourism facilities in the tourism object, such as:
 - a. Accommodation
 - Hotel
 - Homestay
 - Travel agent
 - b. Restaurant
 - c. Traditional handicraft industry

D. The Supporting Factors of Tourism Development of Karanganyar

There are several proponent factors that support Karanganyar Tourism Office in developing and promoting tourism potentials in Karanganyar. The factors are as follows:

1. Karanganyar has the high value of art, culture and history
2. Karanganyar has many tourism objects that are interesting to visit
3. The location of Karanganyar is strategic

CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

Based on the discussion above, the writer concludes that Karanganyar Tourism Office as the local institution in tourism field in Karanganyar plays important role in order to support, promote, and develop Karanganyar tourism object. The roles are: giving guidance and constructing the potential tourism attractions, giving the lisenca for private tourism company comforted to the policy, developing the accommodation operation of tourism, recreation and public entertainment, and the last, controlling and developing art and cultural tourism asset.

The efforts of Karanganyar Tourism Office in promoting the tourism potentials in Karanganyar are: increasing promotion and tourism marketing(printing and spreading brochures, leaflets and calendars of event, making homepage (www.wisata.karanganyar.go.id), making documentation, making souvenir, promoting tourism destination by using electronic and mass media), increasing the tourism attraction (performing regular art and culture event, doing art festivals and competitions), increasing tourism guiding and counseling and providing, repairing and safeguarding the tourism facilities.

The supporting factors that support Karanganyar Tourism Office in promoting tourism potentials in Karanganyar are:

4. Karanganyar has the high value of art, culture and history.
5. Karanganyar has many tourism objects that are interesting to visit.
6. The location of Karanganyar is strategic.

B. Suggestion

Based on the problems that have been discussed above, the writer has some suggestion for Karanganyar Tourism Office and the related partners. The suggestions are as follows:

1. Karanganyar Tourism Office

- Karanganyar Tourism Office should appoint officers to handle the tourism development in Karanganyar. In developing tourism objects, Karanganyar Tourism Office not only tries to increase the number of visitors to come to Karanganyar, but also prevents the environment and social life from the negative impact of its development.
- All of the officers in Karanganyar Tourism Office should be discipline at working hours.
- Karanganyar Tourism Office should be active in developing the art and cultural performances because Karanganyar still has many

cultural and historical values that should be developed in order to attract the tourist.

2. The Karanganyar's Government

- The Karanganyar's Government should give more information to the public about the potentials in Karanganyar to be a tourist destination, so Karanganyar tourism can be familiar for the public.

3. The tourism object Organizers

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

BIBLIOGRAPHY

Belch, George E, Michael A Belch. 1999. *Advertising and Promotion: An Integrated Marketing Communication Prospective*. Boston: Irwin / MC Graw- Hill.

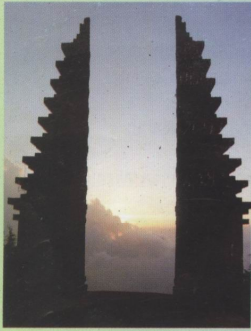
Bunting, Sandra Cottier. 1996. *Advertising*. London: Hodder and Stoughton Educational.

Rossister, John R, Larry Percy. 1998. *Advertising Communication and Promotion Management*. Boston: Irwin / MC Graw- Hill.

Sharpley, Richard. 1994. *Tourism, Tourist and Society*. Huntingdon: ELM Publication.

Http: // sbinfocanada.about.com/cs/businessplans/a/bizplanmarkplan_4.htm.21
July 2008.13.30

www.sidestore.com//index.php.21 July 2008.13.40



Candi CETO

Terletak di desa Gumeng Kec. Jenawi. Candi Ceto merupakan Candi pemujaan bagi umat Hindu di sekitar candi. Dengan panorama alam yang indah dan udara yang sejuk candi Ceto merupakan obyek Wisata unggulan yang banyak dikunjungi wisatawan, domestik maupun mancanegara.

Ceto temple for Hinduist Functioning as worship place. With a beautiful scenery and climate is cool, Ceto temple is object tourism that enjoy to visited by local and international tourist.



Candi SUKUH



Candi Suku berada di desa Berjo Kec. Ngargoyoso. Bangunan bersejarah peninggalan Hindu kuno ini, banyak menggambarkan kesuburan dan pembebasan dari malapetaka. Relief yang terkenal adalah Sudamala. Dari kisah tersebut telah diangkat menjadi sendratari ruwatan Sudamala.

This temple is one of many Hindu relics that illustrated the story of Garudadeya and Sudhamala in which both disclosed the theme of "freedom".



Air Terjun GROJOGAN SEWU

Air terjun Grojogan Sewu Tawangmangu, mempunyai ketinggian 81 meter. Udara sejuk di sekeliling hutan yang banyak dihuni satwa kefa dengan panoraman alam yang sangat indah, obyek wisata alam ini menjadi tempat favorit untuk berwisata.

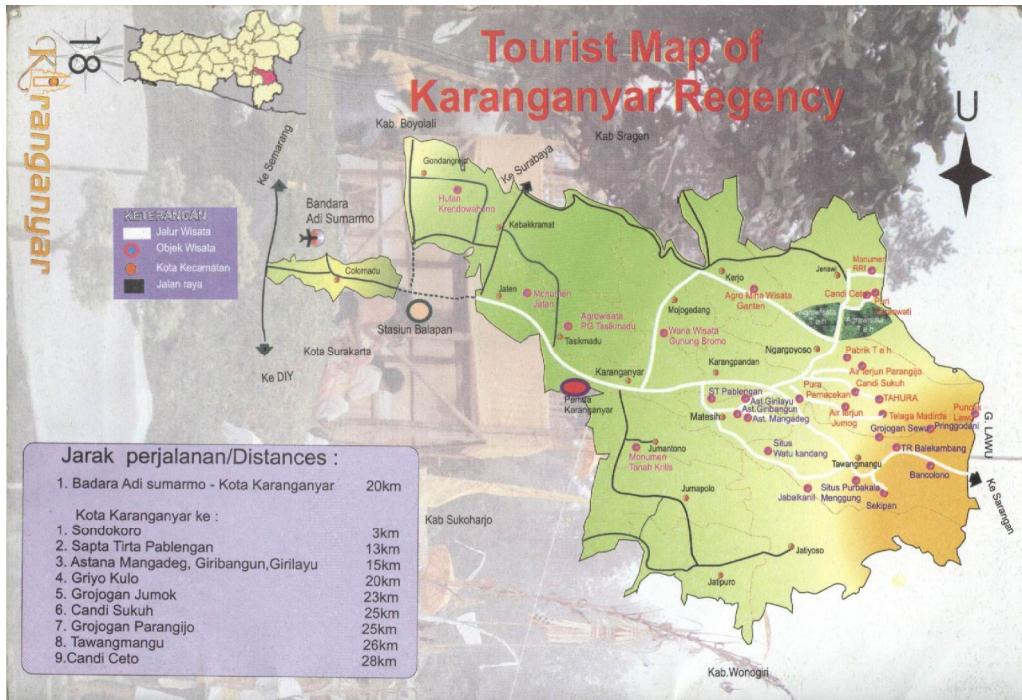
Grojogan Sewu waterfall with 81 m in high is located in the middle of protected forested with the monkeys as main animal, with beautiful scenery and climate is cool.



Air Terjun JUMOG

Obyek wisata Air terjun Jumog terletak di sebelah selatan candi Suku. Merupakan obyek wisata alam yang relatif masih baru, namun keberadaannya telah ramai pengunjung utamanya pada hari libur.

The new object tourism that enjoy to visited inside Grojogan Sewu waterfall.



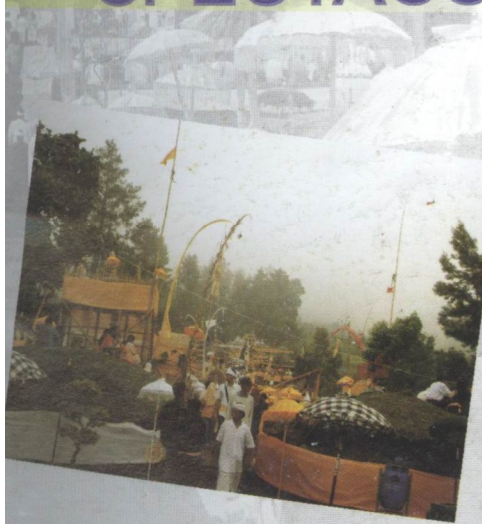
KARANGANYAR



CALENDAR OF EVENT 2008



**CETO TEMPLE
SPECTACULAR FESTIVAL**



Karanganyar