CHAPTER I

INTRODUCTION

A. Background

Indonesia is one of the tourist destination countries in the world. Two major components of Indonesian tourism are nature and culture. Indonesia has a vast archipelago of more than 17,000 islands, the second longest shoreline in the world, 300 different ethnic groups and 250 distinct languages and tropical climate throughout the year (taken from www.google/Indonesia Tourism Today.com, 22 July 2009). In other words, tourism is an important component of the Indonesian economy as well as a significant source of foreign exchange revenues. Unfortunately, since the Bali bombing happened in 2002, bombing terrors continuously happened each year; the 2003 Marriott hotel bombing, the 2004 Australian embassy bombing in Jakarta, and the second bombing in Bali, and also ethnic/religious conflicts in some areas; which significantly reduce the number of foreign visitors. It is because travel warnings were issued by a number of countries.

Indonesia year. Visit Indonesia Year 2008 was officially launched on 26 December 2007. The targeted number was 7 million. Visit Indonesia Year 2008 was also commemorating 100 years of Indonesia’s national awakening in 1908. The government also makes some efforts to improve local tourist visit such as intensifying sales missions, selling cheap tourism packages, promoting printed and electronic media and increasing family trip tourism programs. It is also a relief that Indonesia tourism is not affected by the global economy crisis.

When the regional autonomy has been conducted, every region is given an authority to take a policy about tourism development in their region. The purpose of the tourism development is not only focusing on increasing regional income but also giving positive effect for wealth and prosperity section. If the tourism is growing up, it will affect another section like restaurant, local travel agent, tour personal guide, hotel, shopping center, etc.

As one of tourist destination cities in Indonesia, Surakarta has unique and mystical side of history that makes many people visit it. The society is still influenced by a lot of royal family traditions. The evidence can be seen from their activities, respect habit and handmade crafts. That is why Surakarta is called the cultural city. Besides, Surakarta is also known as historical city. There are many historical places that can be found here, such as Kasunanan Palace, Puro Mangkunegaran, Sriwedari Park, Radya Pustaka Museum and Triwindhu Antique Market. It is also completed with a lot of tourism services and accommodation such as Adi Sumarmo airport, stars hotel, cinema, club, restaurant and travel agents. With its potentials, Surakarta will be able to attract many tourists.
Considering the tourism potentials of Surakarta city, the government should make a strategy in order to be able to revive the tourism of Surakarta. Realizing its program, Surakarta has Dinas Budaya & Pariwisata or DISBUDPAR of Surakarta City that has main duty to promote and to develop Surakarta City as Tourism City. One of its visions is developing tourism, culture and art to create Surakarta City as the most fascinating destination in 2010. Besides, DISBUDPAR of Surakarta City has Tourist Information Center or TIC as a promotional mediator. The main purposes of TIC are providing route information, making people aware of tourism attraction, and giving information.

As a regional institution that manages tourism, DISBUDPAR works harder in gaining the confidence of the tourists to visit Surakarta again. There are many efforts done by DISBUDPAR in gaining the tourist’s trust such as: holding tourism exhibition, exchanging tourism ambassador, repairing damaged facilities, etc. These efforts are done to increase the development of Surakarta tourism after the economy crisis and unstable politics.

Based on the explanation above, the writer is interested in taking job training in DISBUDPAR to know about the strategy of DISBUDPAR in promoting Surakarta tourism as the way to improve tourist visit in Surakarta and the problem faced by DISBUDPAR in running its program. The writer conducted the job training in DISBUDPAR of Surakarta as a front desk officer of TIC counter for one month from April 1, 2009 to April 30, 2009. The writer chooses the title “THE STRATEGY OF DISBUDPAR SURAKARTA IN IMPROVING TOURIST VISIT AT SURAKARTA” for the final project report.
II. Objectives

In this final project, the writer has some objectives.

1. To mention and describe the tourism potentials in Surakarta City.

2. To describe the strategy of promotion of DISBUDPAR in improving tourist visit at Surakarta.

3. To describe the problems faced by DISBUDPAR in promoting tourist attraction in Surakarta Regency to improve tourist visit.

II. Benefits

The writer hopes that this report will be beneficial for:

1. The English Diploma Program of Sebelas Maret University
   a. As a means to develop mutual relationship with business world.
   b. As an orientation and mental preparation before entering the real working fields.
   c. As an input for improving the knowledge about Public Relation field.
d. As a source of information to find out the quality of the graduates required to be employed in recent business.

2. For the institution

a. They will know the result of their efforts in improving tourist visit at Surakarta by strategies they made.

b. They will be able to identify the problems faced in promoting Surakarta tourism.

c. They will be able to find out the solution to minimize the problem faced in improving tourist visit at Surakarta.

d. They can make a better strategy of promotion in future.