THE DUTIES OF THE 6TH ASEAN PARA GAMES LIAISON OFFICER IN PROMOTING SOLO AS THE CITY OF TOURISM AND CULTURE

FINAL PROJECT

Submitted as a partial fulfillment of requirement in obtaining

The English Diploma Program, Faculty of Letters and Fine Arts

Sebelas Maret University

by:

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C9309033

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APPROVAL OF THE CONSULTANT

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MOTTO

- People who succeed will benefit from the mistakes he does, and will try again to perform in a different way. (Anonymous)
- In life, you should always try to "Give back more than you've taken, and listen more than you've said." (Anonymous)
DEDICATION

I dedicate this Final Project Report to:

- Almighty Allah SWT
- My beloved mother and father
- My beloved husband
- My beloved big family
- My Lecturers
Assalamualakum Wr. Wb.

Alhamdulillahir Robil' alamin, first of all thanks to Allah SWT for the blessing so that the writer can finish this final project report. The writer writes this Final Project Report to fulfill the requirement in obtaining the English Diploma III Degree. The writer did the job training in the event of the 6th Asean Para Games 2011 as the Liaison Officer because she wants to learn about the duties in promoting Solo as the city of tourism and culture.

In this final project report the writer explains the job description of a liaison officer in the 6th Asean Para Games in Solo and also how the liaison officer of the 6th Asean Para Games promotes Solo as the city of tourism and culture.

The writer hopes that this final project report will be useful for all readers. However, any criticism and inputs are welcome.

Thank you.

Wassalamualaikum Wr. Wb

Surakarta, 17 July 2012

Elfira Yuanita
ACKNOWLEDGMENT

Alhamdulillahi robbil’alamin. Finally, I have finished this final project report. First of all, I would like to express my highest gratitude to Allah SWT who makes everything possible. During the process of finishing this final project report, I get many supports and suggestions from many sides. Therefore, I would like to give my deepest thanks to:

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ABSTRACT

Elfira Yuanita. 2012. The Duties of the 6th Asean Para Games Liaison Officer in Promoting Solo as the City of Tourism and Culture. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University. This final project report was written based on the job training which had been done at the event of the 6th Asean Para Games 2011 within a month in December. This international event was organized under the National Paralympic Committee Indonesia. In that event, the writer was a Liaison Officer, who assists clients from the participants of the 6th Asean Para Games 2011. The job of the writer was also to promote the tourism and culture of Solo.

This report discusses the job description of a liaison officer in the 6th Asean Para Games in Solo and also how a liaison officer of the 6th Asean Para Games promotes Solo as the city of tourism and culture. There are two kinds of promotion tools used by the Liaison Officer they are advertising and public relation.

From the discussion, it can be concluded that the promoting consists of promotion and marketing section and tourism guiding section. The marketing and promotion section by the Liaison Officer of the 6th Asean Para Games has some functions. Those are promoting the regional tourism of Solo by using multimedia, making the work schedule as the guidelines in doing the job of Promoting Solo as the city of tourism and culture, and managing the activity related to tourism promotion at the event of the 6th Asean Para Games 2011.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL OF THE CONSULTANT</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD EXAMINERS</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGMENT</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I: INTRODUCTION</td>
<td>1</td>
</tr>
<tr>
<td>A. Background</td>
<td>1</td>
</tr>
<tr>
<td>B. Objectives</td>
<td>2</td>
</tr>
<tr>
<td>C. Benefits</td>
<td>3</td>
</tr>
<tr>
<td>CHAPTER II: LITERATURE REVIEW</td>
<td>4</td>
</tr>
<tr>
<td>A. Definition</td>
<td>4</td>
</tr>
<tr>
<td>1. Definition of Tourism</td>
<td>4</td>
</tr>
<tr>
<td>2. Definition of Culture</td>
<td>5</td>
</tr>
<tr>
<td>3. Definition of Promotion</td>
<td>5</td>
</tr>
</tbody>
</table>
THE DUTIES OF THE 6TH ASEAN PARA GAMES
LIAISON OFFICER IN PROMOTING SOLO AS THE CITY
OF TOURISM AND CULTURE

Elfira Yuanita¹
Dra. Nani Sukarni, M.S.²

ABSTRACT

2012. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University. This final project report was written based on the job training which had been done at the event of the 6th Asean Para Games 2011 within a month in December. This international event was organized under the National Paralympic Committee Indonesia. In that event, the writer was a Liaison Officer, who assists clients from the participants of the 6th Asean Para Games 2011. The job of the writer was also to promote the tourism and culture of Solo.

This report discusses the job description of a liaison officer in the 6th Asean Para Games in Solo and also how a liaison officer of the 6th Asean Para Games promotes Solo as the city of tourism and culture. There are two kinds of promotion tools used by the Liaison Officer they are advertising and public relation. From the discussion, it can be concluded that the promoting consists of promotion and marketing section and tourism guiding section. The marketing and promotion section by the Liaison Officer of the 6th Asean Para Games has some functions. Those are promoting the regional tourism of Solo by using multimedia, making the work schedule as the guidelines in doing the job of Promoting Solo as the city of tourism and culture, and managing the activity related to tourism promotion at the event of the 6th Asean Para Games 2011.

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² Dosen Pembimbing
CHAPTER I

INTRODUCTION

A. Background

Tourism has become an important commodity in Indonesia. The tourist attractions 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 developed and used in all sides of life. Indonesia will get a good income from tourism if the Government seriously maintains the tourism sector. Therefore, the Government should pay more attention to develop and promote tourism in Indonesia. "Tourism is one of new industrial types that have capability to make economic growth significantly in employment opportunities, earnings improvement, standard of living, and other stimulation of productivity sectors. Thus, as a complicated sector, it consists of classical industries as well as in handicraft souvenir industries." (Wahab, 1975:9)

Indonesia has many tourist destinations. One of them is Central Java which offers various kinds of tourist attractions whether natural, cultural or man made features. Solo is one of the cities in Central Java which has many potential for its tourism and culture. Tourism and culture can be developed and served to attract people from many places in the world to visit the region, and also to know what it is like. There are many interesting tourist attraction that can be visited by
tourist such as Mangkunegaran Palace, Kasunanan Palace, Radya Pustaka Museum, Tawangmangu and lots more.

Tourism, of course, need lots of efforts to introduce the tourism elements. One of the tourism elements is promotion. Promotion is one way to improve Solo tourism, and it can also increase the regional as well as the national income. The Government should make a good strategy to suggest the local government especially to handle tourism in Solo. They should also inform the public about tourism attraction in Solo.

The writer did the job training at the event of the 6th Asean Para Games 2011 for about a month and it was done from November 7 to December 24 2011. This international event was organized under the National Paralympic Committee Indonesia. In that event, the writer was a Liaison Officer, who assists clients from the participants of the 6th Asean Para Games 2011. The job of the writer was also to promote the tourism and culture of Solo.

The writer is interested to describe how a Liaison Officer promote Solo’s tourism and culture. Likewise, a Liaison Officer in an international event such as the 6th Asean Para Games is one of the proponent factors of tourism development in Solo.

The title of this final project is THE DUTIES OF THE 6TH ASEAN PARA GAMES LIAISON OFFICER IN PROMOTING SOLO AS THE CITY OF TOURISM AND CULTURE.
B. Objectives

1. To describe the job description of a Liaison Officer in the 6th Asean Para Games in Solo.

2. To describe how a Liaison Officer of the 6th Asean Para Games promotes Solo as the city of Tourism and Culture.

C. Benefits

The benefits of this final project report are:

1. For the Government

To give a better understanding about the roles and the job description of a Liaison Officer in promoting Solo tourism and culture.

2. For the Public

To help the readers improve their ability in English for tourism, especially in tourism promotion.

3. For the students of Diploma Program

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

LITERATURE REVIEW

1. Definition of Tourism

There are some definitions of tourism. According to E. Guyer Fuller, which is quoted by Oka A. Yoeti in his book *Pengantar Ilmu Pariwisata*, says that:

“Tourism is all indication based on health need, changing seasons and true judgment of tourism attractions, such as natural wonder basically for fun and pleasure. The activity in fun and pleasure happens in this interaction caused by relation between government and society as the result of trading industry.”

(Yoeti, 1983: 14)

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 destination, the activities include movement for all purposes as well as day visit excursions.”
“Tourism is one of the new industries that can produce rapid economic growth in the provision of employment opportunities, increase income, and stimulate the productivity of other sectors” (Yoeti, 1999: 45)

Based on the explanation above, the writer concluded that the meaning of tourism is the temporary movement of people to destination outside their normal place and residence for getting fun and pleasure.

2. Definition of Culture

"Culture: learned and shared human patterns or models for living; day-to-day living patterns. These patterns and models pervade all aspects of human social interaction. Culture is mankind's primary adaptive mechanism" (Damen, 1987:367)

"Culture is the collective programming of the mind which distinguishes the members of one category of people from another." (Hofstede, 1984:51)

Culture is defined as the shared patterns of behaviors and interactions, cognitive constructs, and affective understanding that are learned through a process of socialization. These shared patterns identify the members of a culture group while also distinguishing those of another group.

3. Definition of Promotion

Tourism would not develop without components of tourism. Based on The Oxford Advanced Learner’s Dictionary, promotion is advertising or other
activity to increase the sales of product or service (1995:30). While according to Oka A. Yoeti in *Pemasaran Wisata*, promotion is an effort to domestic or international society (Oka A. Yoeti, 1996:30).

Based on the definitions above, it can be concluded that promotion is an activity to introduce the potential of tourism to both local and international society in order to increase the sales of tourism product. There are some activities of promotion:

a. **Advertising**

   Advertising is any paid form of nonpersonal communication about an organization, good, service, or idea by an identified sponsor. The paid aspect of this definition is important because the space for advertising message normally must be bought. Advertising involves mass media (such as TV, radio, magazines, and internet), which are nonpersonal and do not have an immediate feedback loop as does personal selling. So before the message is sent, marketing research plays a valuable role; for example, it determines that the message is understood by the target market and that the target market will actually see the medium chosen (Berkowitz, 2000: 495).

b. **Personal Selling**

   Personal selling is defined as the two way flow of communication between a buyer and seller, designed to influence a person’s or group’s
purchase decision. Unlike advertising, personal selling is usually face-to-face communication between the sender and receiver (Berkowitz, 2000: 495).

c. Public Relation

Public relation is a form of communication management that seeks to influence the feelings, opinions, or beliefs held by customers, prospective customers, stockholders, suppliers, employees, and other public about a company and its products or services (Berkowitz, 2000: 496).

d. Sales Promotion

Sales promotion is a short-term inducement of value offered to arouse interest in buying a good service. Used in conjunction with advertising and personal selling, sales promotion are offered to intermediaries as well as to ultimate consumers (Berkowitz, 2000: 496)

e. Direct Marketing

Another promotional alternative, direct marketing, uses direct communication with consumers to generate a response in the form of an order, a request for further information, or 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 television, radio, and in print), and online marketing (Berkowitz, 2000: 497)

4. **Definition of the 6th Asean Para Games’ Liaison Officer**

   According to the *Buku Pedoman Liaison Officer*, Liaison Officer is a person that liaises between two organizations to communicate and coordinate their activities. They also work to achieve mutual understanding or unity of effort among disparate groups.

   The title of Liaison Officer indicates a professional who coordinates the activities of multiple companies or agencies. Liaison Officer work in many field, though the basic functioning of the position has similarities. A liaison officer have a supervisory responsibility for their particular organization, usually giving them authority to do.

   The Liaison Officer’s duty:

   1. Know all of the activity program
   2. Know who is his/her client
   3. Have a wide conception and network
   4. Full of initiative, active, and not passive
   5. Responsive in every situation
   6. Must able to answer every question and give response to everything that the client communicate
   7. Forceful and be enthusiastic to do the duties
8. Always fresh in every performing
9. Understand the concept of etiquette and morals
10. Can manage him/her self well

B. General Description of 6th ASEAN Para Games 2011

1. Profile of the 6th ASEAN Para Games 2011

This is the profile of the 6th ASEAN Para Games based on the website, http://www.aseanparagames2011.com/ASEAN_ParaGames#History accessed on March 26th 2012, 8:46 am.

The ASEAN Para Games is a biannual multi-sport event held after every Southeast Asian Games for athletes with physical disabilities. The games are participated by the 11 countries located in Southeast Asia. The Para Games, patterned after the Paralympic Games, are played by physically challenged athletes with mobility disabilities, visual disabilities, who are amputees and those with cerebral palsy.

The ASEAN Para Games is under the regulation of the ASEAN Para Sports Federation (APSF). The games are hosted by the same country where the SEA Games took place. Asian Paralympic Committee (APC) and the ASEAN Para Sports Federation (APSF) headed by Dato’ Zainal Abu Zarin. INASPOC (Indonesian ASEAN Para Games Organization Committee) is the
Organization of Asean Para Games under NPC (National Paralympic Committee). The General Directory is Prof. James Tangkudung and Arsyad Achmaddin as the General Secretary. INASPOC was divided into 4 deputy, i.e.

Deputy I : Sports & Venue
Deputy II : Media, IT & Human Resource
Deputy III : Games Service
Deputy IV : Ceremony & Cultural Events

a. Current Games

6th ASEAN Para Games - Solo, Indonesia from 15-20 December 2011.

b. Future Games

7th ASEAN Para Games - Myanmar in 2013

c. Previous Games

- 5th ASEAN Para Games originally scheduled for Laos, was instead held in Kuala Lumpur, Malaysia from August 15–19, 2009. The Sailing event held in Port Dickson was a full medal sport. Selected to host the 2009 SEA Games, Laos begged off from hosting the 5th ASEAN Para Games due to financial difficulty and inexperience in
providing necessary support for athletes with disabilities. This edition of the Para Games was also notable for being launched into action 5 months ahead of the Sea Games.

- **4th ASEAN Para Games** - Nakhon Ratchasima, Thailand from January 20–26, 2008.

  The Paralympic shooting event was a full medal sport.


  Sailing introduced as a demo sport. Wheelchair basketball and wheelchair tennis was played for the first time.


  Timor Leste was formally included in the Games increasing its member countries to eleven.

- **The 1st ASEAN Para Games**, Kuala Lumpur, Malaysia from October 25-30, 2001, was the initial major sports event of the ASEAN Para Sports Federation (APSF).

  The APSF was conceived in the special meeting of the National Paralympic Committees of the ASEAN countries during the 10th
Malaysian Paralympiad and the ASEAN Cities Invitational. The ASEAN Para Games, the “parallel” sports event for the disabled after every Southeast Asian Games (SEA Games), was patterned after the Paralympics and the FESPIC Games.

d. Participant Countries of 6th ASEAN Para Games

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e. **Sports of 6th Asean Para Games**

1. Archery  
2. Athletics  
3. Badminton  
4. Chess  
5. Goalball  
6. Powerlifting  
7. Swimming  
8. Tenpin Bowling  
9. Table Tennis  
10. Volleyball Sitting  
11. Wheelchair Tennis

2. **Vision and Mission**

The event of the 6th Asean Para Games has some vision and mission which are posted in [http://www.aseanparagames-2011.com/ASEAN_ParaGames#Objectives](http://www.aseanparagames-2011.com/ASEAN_ParaGames#Objectives) accested on March 26th 2012.

8.16 am. The vision and mission are:

- To promote friendship and solidarity among persons with disabilities in the ASEAN region through sports;
- To promote and develop sports for the differently abled;
To rehabilitate and integrate persons with disability into mainstream society through sports.

3. Logo

a. Logo of APSF

The design shows the Asean logo positioned with the symbol and image of Paralympic and a victory laurel. The design intends to show the emergence of togetherness of Paralympic Sports Leaders with One Vision, One Mission and a commitment in the pursuit of equality in sports and in life for persons with a disability in the ASEAN region.

Asean solidarity, working together through APSF with an unbreakable bond in unity and brotherhood shall display the will and determination to achieve success in sports and in life. The victory laurel signifies this commitment to excellence.
From this regional image, a sense of cooperation, pride and eternal harmony is unmasked and it is an image that connects us all together in "Mind, Body, Spirit" as in the ideals of the Paralympic Movement.

b. Logo of 6th Asean Para Games

The official 6th ASEAN Para Games logo includes the ASEAN Para Sports Federation within the Garuda graphic of the 2011 SEA Games logo. The national symbol of Indonesia, the Garuda represents strength, its wings epitomize glory and splendor. The green strokes symbolize the islands, forests and mountainous terrain of the Indonesian archipelago, while the blue strokes represents the vast Nusantara ocean which unifies differences. Land and water or Tanah Air in Indonesian means fatherland. Red strokes represent courage, zeal and burning passion to give the best for the country. (http://www.aseanparagames-2011.com/w/index.php?title=ASEAN_ParaGames&action=3 accessed on March 26th 2012. 8.16 am.)
4. Mascot of 6th ASEAN Para Games

The official mascot of the ASEAN Para Games 2011 are Modo and Modi, a pair of Komodo dragons. This mascot was adopted from a real animal endemic to Indonesia. Komodo dragons are found in the Komodo National Park. The dragon was selected as the mascot of the ASEAN Para Games 2011, Indonesia to promote the Komodo National Park as a candidate for the New 7 Wonders of Nature online contest.

"Modo" is a male Komodo dragon dressed in a dark brown surjan comodo, traditional clothing of Central Java, with dark brown pants and a batik blangkon headcloth (a typical Javanese male headcover). Meanwhile female dragon Modi wears a fashionable bun konde or wig headdress to accent her batik kebaya.

"Modo," short for Komodo, while "Modo-Modi" is similar to the Indonesian word Muda-Mudi or "youth" which refers to the youth of Indonesia. Modo and Modi are hardworking, honest, fair, friendly and represent sportsmanship. Modo and Modi reflect the positive personality of
Indonesia, preserve the harmony of cooperation and promote friendship among the participating countries in the ASEAN Para Games. (http://www.aseanparagames-2011.com/w/index.php?title=ASEAN_ParaGames&action=3 accessed on March 26th 2012. 8.16 am.)

5. General Terms of Athletes with Physical Disabilities

The general terms of athletes with physical disabilities according to the website of the 6th Asean Para Games, www.aseanparagames-2011.com are:

- a. Visual Impairments
- b. Hearing defects
- c. Speech defects
- d. Mobility problems
- e. Intellectually Challenged
- f. Handicap
- g. Cerebral Palsy
CHAPTER III

DISCUSSION

A. Job Description of Liaison Officer of the 6th Asean Para Games in Solo

The writer did the job training at the event of the 6th Asean Para Games 2011 within a month and it was done from November 7 to December 24, 2011. Humans are the main resource in an organization. Sports organizations in this event need much human resources. Especially for a multi-event sports which have lots of sports match, as well as the many thousands of attendees and an official match venues are scattered, the location of the athlete village is far away, so it need human resources.

Human resources of the NPC is limited and therefore need assistance from outside the NPC / outside the organization. The function is that to provide facilities and assistance. Therefore the writer did the job training as a Liaison Officer which is as a personal assistant, helping to ease guests VVIP and VIP participants of the 6th Asean Para Games, as a liaison between the VVIP and VIP guests with the committee INASPOC and responsible for providing information to the VVIP and VIP guests.

The result of the writer’s activities are:
1. **Before the event starts**

   a. **Criteria of a Liaison Officer of the 6th Asean Para Games 2011**

      To become a Liaison Officer, the writer must qualify the criteria:

      1. Men / Women
      2. 20-35 years old
      3. Min. University student in last grade
      4. Have an attractive personality
      5. Fluent in English
      6. Have wide perception in knowledge, culture, and up-to-date news
      7. Quick to understand

      A candidate Liaison Officer must pass an interview test in English and Indonesian language. The writer was asked some questions about the purpose of becoming a Liaison Officer, culture in Solo, and tourists attraction in Solo.

   b. **Preparation before the event starts**

      The activities done by the writer before the event starts are:

      1. Done some few training for the Liaison Officer of the Asean Para Games, enclose, explanation about Liaison Officer, Liaison Officer’s duties, how to behave, how to dress up and make up.
2. Look for some information about the contingent / nation which will participate the 6th Asean Para Games.

3. Receiving which contingent will the writer handle in the event and find out the job description

4. Find out when the contingent which the writer handle come.

c. Coordinator communication structure

- INASPOC
- CAHYO ADI, S.H, L.L, MEMOS (DIR. SDM)
- R.Ay FEBRI H DIPOKUSUMO (CO. LO)
- Drs. ARYO.W (CO. VOLUNTEER)
- RIZA AGUSTINE (CO. ORGANIZER)
- LIAISON OFFICER

6TH ASEAN PARA GAMES

commit to user
2. **During the event**

   a. **Job Description**

      The activities done by the writer in this division are:

      1. Study through the schedule which was given by INASPOC, and know exactly what the writer should do every single day.

      2. Pick up the contingent which the writer handles. Before the writer picked up, the writer must know where the contingent will arrive at, when they will arrive, how many people they are and the contact person of the official.

      3. The writer must introduce to the contingents that she is the Liaison Officer as long as the contingents was in Solo. The writer must assist everytime and especially when needed. The writer must standby 24 hour, during the event take place.

      4. The writer brought the contingents to the Athlete Village Donohudan, and showed which room they can lodge. At the athlete village, contingents also will be served by some volunteer of the 6th Asean Para Games.

      5. Gave information about the venues of the sports, schedule for the sports classification, schedule of the technical meeting, schedule of the match, schedule of the results of the match, schedule related to the transportation and accomodation.

   b. **Vietnam Chess**
The writer was chosen to be the Liaison Officer of Vietnam Chess Athlete. Vietnam contingent came on December 12, 2011. There was 6 chess athletes and 2 officials, which are:

1. Mr. Cam Dang Khoa (Official)
2. Mr. Le Hien Thuc (Official)
3. Mr. Le Hoa Binh (Physical Handicap)
4. Ms. Nguyen Thi Hong Chau (Visual Impaired)
5. Ms. Tran Thi Bich Thuy (Physical Handicap)
6. Ms. Tran Ngoc Diep (Physical Handicap)
7. Ms. Nguyen Thi Thao (Visual Impaired)
8. Mr. Tran Tri Trinh (Physical Handicap)

**c. Accreditation of the 6th Asean Para Games**

Only people with accreditation tag will be allowed in the games or village or hotel area.

Example of accreditation card:

1. Name, country & photo
2. Access Code
3. Color
4. Transportation Code
5. Catering Code
Everyone who are connected in the event must have an accreditation card include the writer. The card must be used everyday because it gives access to every place related to the 6th Asean Para Games.

d. Transportation

<table>
<thead>
<tr>
<th>Transportation Categories</th>
</tr>
</thead>
<tbody>
<tr>
<td>T1</td>
</tr>
<tr>
<td>T2</td>
</tr>
<tr>
<td>T3</td>
</tr>
<tr>
<td>T4</td>
</tr>
<tr>
<td>SV</td>
</tr>
</tbody>
</table>

The Shuttle bus starts from 5.30 until 22.00. The route are divided with colours. Shuttle bus starts and ends at the athlete village Donohudan. The writer must know which bus, when must wait and where did it stops in each venue. The venues are:

1. Athlete Village Donohudan (lodge for the athlete, official, liaison officer, and volunteer)
2. Paragon Hotel (Main secretariat, main media centre, APSF family hotel, and place of APSF Exco meeting).

3. Novotel Hotel (Hotel for the referee, judge, technical delegate, and classifier).

4. Sahid Jaya Hotel (Hotel for the referee, judge, technical delegate, and classifier).

5. Lor In Hotel (Hotel for the VVIP, Minister, and distinguished guests)

6. Sriwedari Stadium (Archery)

7. Manahan Stadium (Athletics)

8. Sritex’s Arena Sports Center (Badminton)

9. Pendopo Balaikota City Hall (Chess)

10. Nyi Ageng Karang Sports Center (Goalball)

11. Gedung Wanita Manahan Sports Hall (Powerlifting)

12. Tirtomoyo Manahan Aquatic Center (Swimming)

13. Bengawan Sports Center (Ten Pin Bowling)

14. Diamond Convention Center (Table Tennis)

15. GOR Manahan Sports Center (Sitting Volleyball)

16. Manahan Tennis Court (Wheelchair Tennis Court)
e. Meal Service

<table>
<thead>
<tr>
<th>Location</th>
<th>Activities</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Athlete Village / Hotel</td>
<td>Breakfast</td>
<td>06.00-09.30</td>
</tr>
<tr>
<td></td>
<td>Lunch</td>
<td>11.30-15.00</td>
</tr>
<tr>
<td></td>
<td>Dinner</td>
<td>17.00-22.00</td>
</tr>
<tr>
<td>Venue</td>
<td>Lunch</td>
<td>11.30-15.00</td>
</tr>
<tr>
<td></td>
<td>Dinner (if needed)</td>
<td>17.00-22.00</td>
</tr>
</tbody>
</table>

Meals Service Procedure:
For meal service not at the village or hotel. By ordering to the committee one day before. First the meal person gave an order card to the Liaison Officer, then the Liaison Officer asked the official how many meals do they want, then the writer gave the order list to the meals person. The next day the meal person will give it to the distributor, after that the distributor send it to each venues. When the meals arrived. The writer must manage their client’s meals.
f. Uniform

In this event, the writer was given some uniform which must be used. There are the Liaison officer shirts, Liaison Officer Vest, and Batik Cardigan.

Every women Liaison Officer must wear make-up. And all of them must be tidy, neat, and fragrant. The schedule for the uniform are:

1. Opening & Closing Ceremony: Batik Cardigan
2. Daily uniform: Liaison Officer shirts with Liaison Officer Vest

3. Daily activity during the event
   a. 12 December 2011
      Estimated times of arrival of the Vietnam Contingent. The writer picked up the Vietnam Contingent at the Adi Sumarmo Airport on 7 pm and take them to the Athlete Village Donohudan.

   b. 13 December 2011
      The writer and the Vietnam chess athlete went to the Manahan Stadium for classification. After dinner the writer invited the Vietnam chess athletes to watch culture performance in the hall of the Athlete Village Donohudan.
c. 14 December 2011

Because of the lots of number athlete who joined this event, the classification hasn’t finished one day, so then the writer and the Vietnam chess athlete continue the classification. In the evening, there was a technical meeting, the writer and the official joined this meeting.

d. 15 December 2011

On this day was the day for the Opening Ceremony of the 6th Asean Para Games 2011.

e. 16-19 December 2011

On that day athlete joined the chess competition. The chess competition consist of 6 round in each classification: physical handicap and visual impaired classic chess, and physical handicap and visual impaired rapid chess.

f. 20 December 2011

The Vietnam contingent plan to take a city tour on this day. And at the evening was the closing ceremony for the 6th Asean Para Games.

g. 21 December 2011

On this day the Vietnam contingent continue their city tour, and then prepare for packing.
22 December 2011

Vietnam contingent departure at the Adi Sumarmo Airport on 9pm. But before going to the airport there was a farewell between the athletes, officials and the Vietnam Liaison Officer Team.

Although the writer tried to do the best for the duties, there were still some difficulties and mistake. To minimize that, the writer always tried to work well and learned from the senior Liaison Officer by asking some questions related to the duties.

**B. The Roles of LO 6th Para Games in Promoting Solo as the City of Tourism and Culture**

Promotion is one of the important things in this event. It plays an important role in introducing and marketing the potential tourism of Solo to the participants of the 6th Asean Para Games. The promotion tools used by the Liaison Officer are:

1. **Advertising**

Advertising is the business of drawing public attention to goods and services. It is performed through a variety of media. The functions of advertising are to give information about potential tourism in Solo and to attract the tourists in order to be interested in visiting and staying in Solo.
for longer time. In advertising the tourism of Solo, the Liaison Officer uses
kinds of media such as printed media.

Printed media is static media that gives the priority to the visual
message. In promoting the potential tourism of Solo through the printed
media, Liaison Officer uses some brochure which was taken from the TIC
of Solo. The writer gave the brochure to the athletes and officials of the
Vietnam contingents on the first day, after introducing as a Liaison
Officer.

2. Public Relation

Public relation is a form of communication management that seeks to
influence the feelings, opinions, or beliefs held by customers, prospective
customers, stockholders, suppliers, employees, and other public about a
company and its products or services.

In here, the function of a Liaison Officer is also to be a Public
Relation. Liaison Officer plays a role in promoting Solo as the city of
Tourism and Culture. Liaison Officer task is branding. Brands needs to be
handled with care to maintain and enhance their identity and value. Brand
Custodian team needs to maintain consistency in brand positioning across
markets and product lines because of the value and risks associated with
brand extensions in the national & international markets. Liaison Officer is
part of the Brand Champion Team.

commit to user
The activities done by the writer in promoting Solo as the city of Tourism and Culture are:

1. Everynight the writer invited the Vietnam Contingent to watch culture performance which was held on 13-21 December 2011 at the hall of the Athlete village Donohudan. Culture performance is an art performance of music and dance which was performed by Solo’s great dancer and musician.

2. After the competition end, Vietnam contingent planned to take a city tour. So Liaison Officer job was to accompany and give suggestions where to go. Vietnam contingents went to the Mangkunegaran Palace and done some shopping. They bought batik, accessories made in Solo, and some traditional food such as timlo and srabi.
CHAPTER IV

CONCLUSION AND SUGGESTIONS

A. Conclusion

The writer did the job training at the event of the 6th Asean Para Games 2011 for a month. The Liaison Officer was practising and taking part in the work activities in the event which was held by NPC and INASPOC. There were several activities done by the writer during the job training. The duties were done as a Liaison Officer. Therefore, the writer knows all the duties of the Liaison Officer at the event of the 6th Asean Para Games 2011. The schedule of work activities at the event of the 6th Asean Para Games was on November until December and the Liaison Officer must be standby for 24 hours.

Promotion is one of the important things in this event. It plays an important role in introducing and marketing the potential tourism of Solo to the participants of the 6th Asean Para Games. The promotion tools used by the Liaison Officer are advertising and public relation.

Related to the responsibility of the event of the 6th Asean Para Games 2011 in promoting Solo tourism and culture to the participants of the event,
the authority of this job is given to the Liaison Officer of the 6th Asean Para Games 2011.

The promoting consists of promotion and marketing section and tourism guiding section. The marketing and promotion section by the Liaison Officer of the 6th Asean Para Games has some functions. Those are promoting the regional tourism of Solo by using multimedia, making the work schedule as the guidelines in doing the job of Promoting Solo as the city of tourism and culture, and managing the activity related to tourism promotion at the event of the 6th Asean Para Games 2011.
B. Suggestions

Based on the conclusions, the writer has some suggestions for:

1. The Liaison Officer
   
a. To reach the missions in improving the image of tourist attractions in
   Solo, the Liaison Officer should realize the strategies in persuading
   and explaining tourist attractions of Solo.
   
b. To support the effort of Liaison Officer in developing tourist
   attractions in Solo, the Liaison Officer should create the good
   relationship with participants of the event, the local societies, and also
   the tourists.
   
c. There should be a good cooperation between a Liaison Officer with the
   others.
   
d. The Liaison Officer should do their duties in accordance with their
   division well.

2. The Public
   
a. To support the efforts of Solo government, both of local society and
   tourists should keep the environment.
   
b. The local society of Solo should appreciate Solo tourism more.