

THE EFFORTS OF DISBUDPAR SURAKARTA IN PROMOTING SOLO SHOPPING DESTINATIONS



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**

2012

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

Final Project Report :

The Efforts of DISBUDPAR Surakarta in Promoting Solo Shopping Destinations

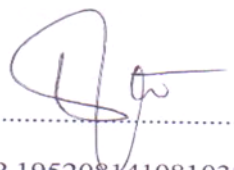
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Title : The Efforts of DISBUDPAR Surakarta in Promoting Solo
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MOTTO

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"Imagination is more important than knowledge. "

(Albert Einstein)



Dedication

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This final project is dedicated to:

- **The Almighty God ALLAH SWT**
- **My Beloved Parents**
- **My Special Brother**
- **All of My Friends**

PREFACE

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Alhamdulillahirobbil alamin, I want to express great gratitudes to Allah SWT for blessing and the guidance in finishing the study in English Diploma Program, Faculty of Letters and Fine Arts of Sebelas Maret University Surakarta. 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.

As a bureau of culture and tourism DISBUDPAR has responsibility in promoting culture and tourism in Surakarta. This final project report describes of efforts of DISBUDPAR Surakarta in promoting Solo Shopping Destinations. Besides, this final project also informs the readers about what problem 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 to all readers.

Surakarta, July 23th 2012

Septia Ajeng Tiaradevi

ACKNOWLEDGEMENT

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Alhamdulillahirobbil alamin, I would like to express my highest gratitude to Allah SWT, the lord of the universe, who gives me so much blessing and gifts in my life. Finally, I have finished this final project report. However, I realized that this final project report will not be done without the assistance and the encouragement from some individuals and the institution. I would like to express my deepest gratitude and appreciation to:

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Thank for always supporting me.
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final project.

ABSTRACT

Septia Ajeng Tiaradevi. 2012. The Efforts Of Disbudpar Surakarta In Promoting Solo Shopping Destination. English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

This final project is written based on the job training which has done at DISBUDPAR Surakarta. The objectives of this report are to describe the efforts of DISBUDPAR Surakarta in promoting Solo Shopping Destination and the problem and solution faced by DISBUDPAR Surakarta in Promoting Solo shopping destinations in Solo city.

Based on the job training, conclusion can be drawn that DISBUDPAR did various promotion activities which are continuously organized. Promotion order to attract tourists to visit Solo city. There are several promotion activities done by DISBUDPAR, making a leaflet, brochure and map of Solo city, promotion about the object and making website. In relation to developing Solo Shopping Destination, DISBUDPAR faced several problems. They are related to financial problem and transportation. DISBUDPAR solve the problems by cooperating with local transportation by agencies, cooperates with the societies, businessman and local goverment, and holding an Batik International Exhibition.

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**UPAYA DISBUDPAR SURAKARTA DALAM
MEMPROMOSIKAN SOLO SEBAGAI TUJUAN
WISATA BELANJA**

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ABSTRAK

**2012. Program Diploma III Bahasa Inggris, Fakultas
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Tugas akhir ini ditulis berdasarkan magang yang telah dilakukan pada Disbudpar Surakarta. Tujuan laporan ini adalah untuk menggambarkan upaya Disbudpar Surakarta dalam mempromosikan Solo sebagai tujuan belanja, masalah dan solusi yang dihadapi oleh Disbudpar Surakarta dalam mempromosikan tujuan belanja Solo di kota Solo. Berdasarkan kegiatan magang, kesimpulan dapat ditarik bahwa Disbudpar melakukan berbagai kegiatan promosi yang terus menerus secara terorganisir. Promosi untuk menarik wisatawan untuk mengunjungi kota Solo. Ada beberapa kegiatan promosi yang dilakukan oleh Disbudpar, membuat leaflet, brosur dan peta kota Solo, promosi tentang objek dan pembuatan website. Sehubungan dengan mengembangkan Solo

sebagai tujuan belanja, Disbudpar menghadapi beberapa masalah. Mereka terkait dengan masalah keuangan dan transportasi. Disbudpar memecahkan masalah dengan bekerja sama dengan transportasi lokal oleh lembaga, bekerja sama dengan masyarakat, pengusaha dan pemerintah lokal, dan mengadakan Pameran Batik Internasional.



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²Dosen Pembimbing

THE EFFORTS OF DISBUDPAR SURAKARTA IN PROMOTING SOLO SHOPPING DESTINATION

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ABSTRACT

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and Fine Arts, Sebelas Maret University.**

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Based on the job training, conclusion can be drawn that DISBUDPAR did various promotion activities which are continuously organized. Promotion order to attract tourists to visit Solo city. There are several promotion activities done by DISBUDPAR, making a leaflet, brochure and map of Solo city, promotion about the object and making website. In relation to developing Solo Shopping Destination, DISBUDPAR faced

several problems. They are related to financial problem and transportation. DISBUDPAR solve the problems by cooperating with local transportation by agencies, cooperates with the societies, businessman and local government, and holding an Batik International Exhibition.



¹Mahasiswa D III Bahasa Inggris dengan NIM C9309069

²Dosen Pembimbing

CHAPTER 1

INTRODUCTION

A. Background

Tourism has become a main priority for a country income. It offers many attractive things that can be enjoyed by society. One interesting thing of the sector is tourism object. Several kinds of tourism object spread out in each of regions, such as natural and manmade attraction and also cultural performances

Many countries in the world try to develop their tourism field in order to attract a great number of tourists. Indonesia, one of the beautiful countries with its various cultures, has a great potential in attracting tourist. By regional autonomy system every region in Indonesia should develop and improve its own tourism field professionally, because it is very important to raise its regional income.

Surakarta also called Sala is a city in Central Java. The city adjoins Karanganyar and Boyolali Regency to the north, Karanganyar Regency and Sukoharjo Regency to the east and west, and Sukoharjo Regency to the south. On the eastern side of Solo lies Bengawan Solo River.

The main tourist attraction of Surakarta is Keraton Surakarta, also the Princely Javanese court of Mangkunegaran. For domestic tourists, Market is the main destination, for example Hardjonagoro Market (Pasar Gedhe). It is often visited by tourists, mostly for its unique architecture and fame as the biggest

traditional market in the Solo area. The Klewer Market is famous for its batiks in all prices and qualities, while the Triwindhu Market located near Mangkunegaran palace specializes in antiques. The traditional batik village of Laweyan and Kampung Batik Kauman, located in the southwest part of the city and the city center respectively, are famous for producing fine quality Javanese batik.

DISBUDPAR is a one institution for tourism, which helps the national or regional tourist. It also has the authority for planning the operational policy, developing the accommodation operation of tourism and giving guidance and constructing the potential tourism.

The promotion activities of Surakarta are handled by DISBUDPAR (*Dinas Kebudayaan dan Pariwisata*), Bureau of culture and tourism. DISBUDPAR has main duties of promoting and developing Solo Shopping Destinations. One of the divisions in DISBUDPAR is TIC (Tourist Information center). It has duties in promoting Solo Shopping Destination.

The writer would like to know more about the activities and the strategies of DISBUDPAR in promoting Solo shopping Destinations. The writer chooses DISBUDPAR as the subjects of the final project because the writer did 1(one) month of job training in DISBUDPAR. The job training has benefits for the writer to practice English skill, and have conversation with foreign tourist. The writer chooses the title “THE EFFORTS OF DISBUDPAR SURAKARTA IN PROMOTING SOLO SHOPPING DESTINATIONS.

B. Objectives

1. To know the efforts of DISBUDPAR Surakarta in Promoting Solo shopping destinations in Solo city.
2. To describe the problem faced by DISBUDPAR Surakarta in promoting Solo Shopping Destination and the solution of the problem faced by DISBUDPAR in Solo city.

C. Benefits

1. To English Diploma:

By this final project, student of English Diploma can learn about DISBUDPAR and TIC which gives information about Solo Shopping destination.

2. To DISBUDPAR:

Hopefully, the final project can be useful for DISBUDPAR to improve the quality of DISBUDPAR in promoting Solo Tourism Object.

CHAPTER II

LITERATURE REVIEW

A. Effort

1. The Definition of Efforts

a. According to Summer in Longman dictionary (2003:138), efforts can be defined as:

- The physical or mental energy that is needed to do something.
- An attempt to do something, especially when involves a lot hard work or determination.

b. “An exertion of strength or power, whether physical or mental, in performing an act or aiming at an object”

(<http://www.brainyquote.com/words/ef/effort158526.html#CKB4MjGEms6geH6o.99>)

c. “Earnest and conscientious activity intended to do or accomplish something”

(www.audioenglish.net/dictionary/effort.htm)

In short effort is an attempt to do something using the power or with a tool to make effort in want can be achieved.

The function of effort in promotion is to reinforce the promotion activity performed can produce maximum results. Before performing business promotion done, it can go according to plan.

B. Tourism

1. The Definition of Tourism

According to Cohen, "Tourism is the temporary short term movement of people to destinations outside the places where they live and work, and activities during their stay at these destinations" (Cohen, 1997:13)

This definition supported by Mathieson & Wall that tourism is the temporary movement of people to destinations outside their normal places of work and residence, the activities undertaken during their stay at those destination and the facilities created to cater to their needs (Mathieson & Wall, 1992:15).

Meanwhile according to Nickersson, "Tourism is his action and the activities of people taking trips to a place or places outside their home community to and from work" (Nickersson, 1996:9)

From the explanation above, the writer conclude that tourism is the temporary displacement from one place to another place as well as doing some activity in a short period during stay in the destination.

Tourism has many aspects for support the activities, such as:

a. Tourist Destination

“Tourist destination is a city, town, or other area that is dependent to a significant extent on the revenues accruing from tourism. It may contain one or more tourist attractions and possibly some tourist traps”(http://www.wikipedia.org/wiki/Tourist destination accessed on Sunday 17th June 15:07)

Meanwhile, according to Pedit, “Tourist destination is an area or a place which is needed by tourist for its attraction, its transportation and its facilities” (Pedit, 1986:65).

From the explanation above, the writer can conclude that tourist visits some attractive places that have good attraction. It can be both performance and natural attraction (beautiful scenery). The place that they visit must be easy to reach and provided facilities that they need.

b. Visitors

“Visitor is as a voluntary, temporary traveler, traveling in the expectation of pleasure from the novelty and change experienced on a relatively long and recurrent round-trip” (Lea, 1988:4).

From the explanation above the writer can conclude that the definition of visitors is people who visit place or places outside their usual environment, do some activities for certain purpose and stay there at least for one night.

C. Promotion

1. The Definition of Promotion

In introducing the tourist attraction and inviting the tourist to come and enjoy the place, it requires some efforts that are usually called tourism promotion. Promotion is one of the marketing mix components.

According to Solomon, "Promotion includes all of the activities marketers undertake to inform consumers about their products and to encourage potential consumers to buy these products" (Solomon, 2009:16)

Moreover, Kotler defines "Promotion is the specific blend of promotion tools that the company uses to persuasively communicate costumer value and build costumer relationship" (Kotler, 2009:560)

From the explanation above, the writer concludes that promotion is an activity to influence people to be interested in a product that is offered.

D. Marketing Mix

1. The Definition of Marketing Mix

According to Kotler "Marketing mix is the set of controllable tactical marketing tools - product, price, place and promotion - that the firm blends to produce the response it wants in the target market" (Kotler, 2009:12)

According to Stanton, "Marketing mix is one of strategies that will be enabling the organization to satisfy its target markets and achieve its marketing

goal. There are four elements in marketing mix, which are called 4PS or marketing mix. Then as marketing develops which are called 9PS. There are”.

1. Product

Product is the core element of marketing. We cannot do marketing if we don't have the product. In the beginning of marketing process, we have to determine our product.

2. Price

Price is very important in ordering that we can get profit from our business and it deals with the capital, operation cost, promotion cost and distribution cost.

3. Place

Place is an element of marketing which is used to sell the product. Therefore the place should be strategic.

4. Promotion

Promotion is used by seller and buyer which has a function to let people know about our products and to persuade people to buy our products.

5. Packaging

Packaging plays an important role in attracting people to buy the products. Good packaging is able to increase the performance of the products which then improves the price of the products and attracts more buyers.

6. Programming

Programming is one of the steps in achieving the success of development. By programming what we are going to sell, we can have more

opportunities to sell more products, reach the correct target of buyers, get more profits, obtain trust from our costumer, and set the appropriate price of our product.

7. People (human resources)

Human resources are the persons who manage the marketing itself. It determines the quality of the product that they sell and it functions to create marketing network.

8. Partnership

Partnership has a function to widen the marketing network and to control price in order to avoid unhealthy business competition.

9. Power

Power is the strength which usually comes from the government because the government has adequate budget to help the tourism industries market.

(William, 1994:12)

2. The activities during the object training in DISBUDPAR Surakarta

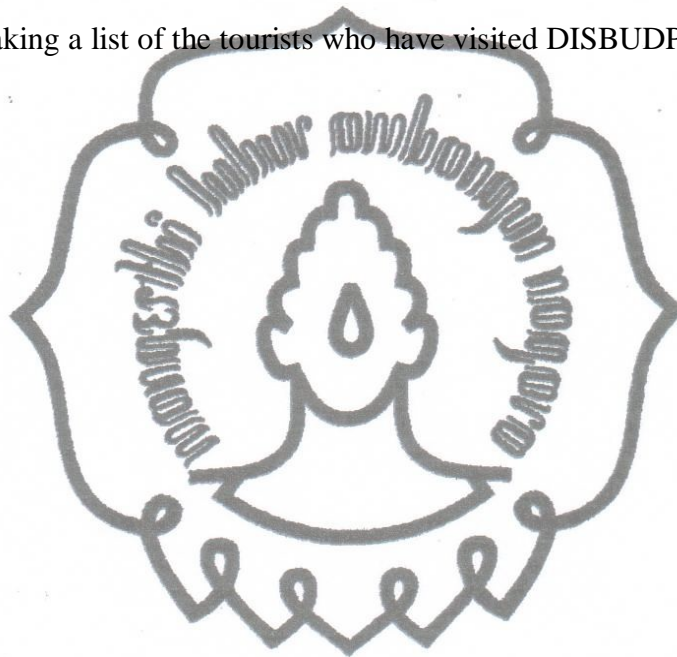
The writer started job training on February 1st 2012 and ended on February 29th2012.

In this case, the writer only chose the Tourism Division to do the job training and the writer wanted to know the problems of promoting tourism object faced Tourism Division. The writer did many activities based on the schedule made by Tourism Division, namely:

- Providing the services of information to the tourist either domestic or foreign who need information about SurakartaCity including tourism

objects in Indonesia, public place, culture and art show, hotel accommodation, itinerary, transportation, shopping centre and other exiting places around Surakarta City

- Welcoming the guests who visit DISBUDPAR.
- Receiving and delivering the mails, proposals and invitations to DISBUDPAR.
- Making a list of the tourists who have visited DISBUDPAR



CHAPTER III

DISCUSSION

A. Description of Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Solo

DISBUDPAR of Solo is one institution for tourism, which helps the national or foreign tourist. It also has the authority for planning the operational policy, developing the accommodation operation of tourism, giving guidance and constructing the potential tourism, giving the license for private tourism company to the policy as issued by the Mayor, developing the accommodation operation of tourism, recreation and public entertainment, and the last controlling and developing art and culture tourism assets.

DISBUDPAR Solo is located at Slamet Riyadi street Surakarta. It is located between Wisata Niaga building and Radya Pustaka Museum.

1. Visions and Mission

a. Visions

Solo will be directed to become a well-known tourism object of Indonesia with the distinctive features and characteristics of the tourism cultural art.

- DISBUDPAR has the principle with strong pillars, such as City Government, culturist, and tourism performer society that will create the optimal tourism potentials

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- DISBUDPAR plays an important role as a facilitator that is directed to have strategic programs and improvement to the public service.

b. Missions:

- Encouraging the careers and the social autonomy to increase the quality of local tourism development.
- Increasing the quality of human resources in tourism and cultural sector and employing society and business exertion having global competitive ability.
- Providing accurate and complete information in tourism and cultural sector.
- Increasing tourism destination with good promotion strategy.

2. The structure of the organization

a. The Head of the Institution

The duties are to control and to organize all of the working system, which have been decided by the Mayor.

b. Administration

Administration department consists of:

- Sub Department of General affair
- Sub Department of Human Resources
- Sub Department of Finance

The main duty is to manage the administration works, such as the administration finance, handling archives, and monitoring the information of the employee.

c. Department of Program Assistant, consists of:

- Planning division
- Control, evaluation and report division

The duties are to make the strategic plan and the annual working program, to monitor and control the program and to evaluate it.

d. Department of Tourist Service

This Department consists of:

- Tourism accommodation Division
- Recreation and public Entertainment division

The duties of this department are handling the tourism accommodation, the recreation and public entertainment.

e. Department of Control and Development of Art and Culture Asset

- Control and preservation of art and culture asset division
- Development of art and culture asset division

The duties are to control, to continue, and to develop tourism.

f. Tourism Marketing Department, consists of:

- Tourism promoting division
- Tourism service and information division

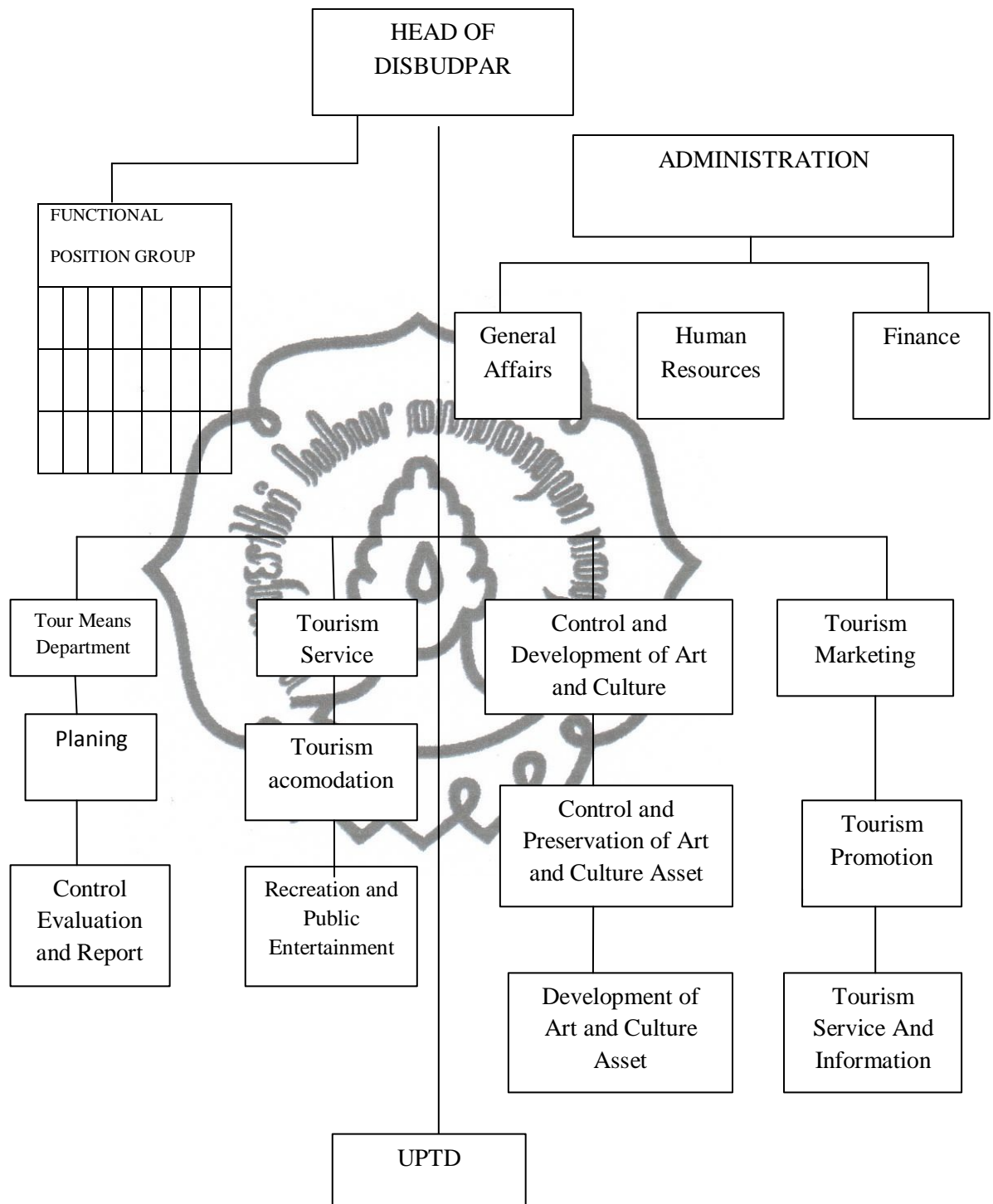
It has duty in promoting tourism and giving information service to the tourist.

The employees of DISBUDPAR Solo are divided into:

1. The administration division : 15 employees
2. The tourist equipment division : 10 employees
3. The marketing division : 7 employees
4. The tourism conseling division : 8 employees
5. The tourism service : 2 employees



B. The Board of the organization in DISBUDPAR Surakarta



C. Descripton of TIC (Tourist Information Center)

TIC has duties in promoting Tourism Objects in Solo. TIC was established by the local goverment of Surakarta based on the decree no. 5 K 71/U/1969 and TIC is one of the divisions in DISBUDPAR. TIC helps the tourist in getting information about Tourism Object in Solo. The other functions of TIC is to introduce object destination in Solo.

TIC is located at 275 Slamet Riyadi Street Surakarta, at the building of DISBUDPAR because it is part of DISBUDPAR. It lies between Radya Pustaka Museum and Wisata Niaga building. TIC is also available in two places, there are in Balapan Railway Station and Adi Sumarmo Airport Solo.

a. Office hour

- Monday - Friday : 7: 30am – 5: 00pm
- Saturday – Sunday : 10: 00am – 5: 00pm

b. Kinds of promotion media

- Map
- Brochure or leaflet
- Guide book
- Booklet

D. Description about Solo Shopping Destinations

These are kinds of shopping destination in Solo, from traditional market to modern market.

1. Klewer Market - The Legendary Batik Market

Klewer market known as Pasar Klewer is one of the biggest and famous textile markets in Indonesia. The location of this market is near Kasunanan Palace (Keraton Kasunanan) across Surakarta Great Mosque (Mesjid Agung Surakarta). This market provides various kinds of Batik, not only batik from Solo, but also from Banyumas, Pekalongan, Madura, Yogyakarta, etc.

Klewer market provides souvenirs from Solo such as Batik cloth, some traditional food from Solo like Intip (dried rice), serabi, brem Solo can be found in here, so people from other city usually bought these foods as gifts to their friends or family at their hometown. But this market does not have a good arrangement and looks dirty.

2. Triwindu Market (Windujenar Market) - Hunting Treasures in Antiques Heaven

Triwindu market (Windujenar Market) is located on the corner of Diponegoro Street, Solo (also known as Surakarta) Central Java.

Triwindu Market as one of the Javanese culture centers has many treasures ranging from heirlooms to antiques. Triwindu Market (now named Windujenar Market) is one of the most famous antique markets in Java.

Triwindu Market is the best place in Solo to buy antiques. The dealers here collect and sell old European, Javanese and Chinese furnitures, paintings and other old items. Apart from these items, coins; statues made of bronze or curved of stone; old bottles and old musical instruments are sold here too. The really prized items in this market are however batik stamps. The stamps are made of brass. One good way to recognize a really old batik stamp is by looking at its color. The authentic ones are black with crusted ink.

3. Laweyan Batik Village - Exploring the Exotic Batik Village

Laweyan is one of the Batik centrals in Solo. This village was the icon of Batik Solo. Since the 19th century, this village was known as batik village. That is why the village of Laweyan once known as the village of batik boss (kampong juragan batik).

The batik traditional art masterpiece continually performed by Laweyan's society until now. The surrounding situation of batik making activities in the past, predominated by the existence of batik entrepreneur as the owner of batik business.

Laweyan is also popular with the building shape, especially the batik entrepreneur's architecture houses influenced by Javanese, European, Chinese and Islamic traditional architecture. Former glory native batik merchants in earlier times (tempo doeloe) commonly called 'Gal Gendhu' can be seen from the legacy of his palatial home. In this area, they did show their glory with a decoration to build a luxury mansion with beautiful architecture. The buildings

are provided by a high hedge or 'fortres' caused the forming of the specific tight alleys such in town space area.

4. Solo Grand Mall

Solo Grand Mall is located on Slamet Riyadi Street 273 and Grand Mall located in the middle of Solo, so access to grand mall easy to reach. Solo Grand Mall was built on an area of 12 080 m², is trading center building, nuanced "Mall", where the commercial building comprises 7 floors.

Solo Grand Mall is one of modern markets in Solo city. Solo Grand Mall Management provides approximately 500 spaces for a wide range of business activities. Solo Grand Mall provides support facilities to enhance visitor satisfaction consisting of elevator, escalator, walks, emergency stairs, alarm, CCTV camera, fire detector, sprinkler, central air conditioning, telephone, security, parking space, toilets, clean water, electricity, prayer room and food court with a service-Free WIFI Hotspot.

While the concept behind the building functions mentioned above are: ***One Stop Family Entertainment and Recreation***, where Solo Grand Mall provides services for visitors who want to shop for a wide range of needs with a variety of variations without spend more time and more cost efficiency because the visitors do not need changing locations . In other words, everything needed is available at Solo Grand Mall.

E. Promotion Efforts that are done by DISBUDPAR Solo in Promoting Solo Shopping Destination

1. Making a leaflet, brochure and map of Solo city

The purpose of DISBUDPAR Solo in making leaflets and brochures is to promote for tourists about Solo Shopping Destination in Solo city which could attract tourists to visit Solo. Besides that, the function of making a map is to facilitate the tourist to learn about location of Solo shopping destinations. Map of Solo explains about the layout and location tourist attraction, so it is not too hard for the tourist to reach the place.

2. Promotion the object

There are two types of promotion which are being done by DISBUDPAR in promoting Solo Shopping Destinations:

a. Social media

There are two types of media used by DISBUDPAR Solo:

▪ Printed Media

DISBUDPAR Solo uses newspaper and magazine, such as Solopos, JogloSemar and Rihoz magazine.

▪ Electronic Media

DISBUDPAR Solo uses local radio Solo and local television such as SAS Fm and TATV.

b. Dealers promotion

Dealer promotion is done by using many ways, namely:

- Giving information about Solo Shopping Destination to the tour and travel agents
- Inviting tour and travel agents to visit Shopping Destination in Solo city
- Distributing the leaflets and brochures in some tour and travel agents.

Besides conducting the promotion above, DISBUDPAR Solo cooperates with the other regencies in spreading the brochures and leaflets.

3. Making website

Website is a set of related web pages containing content (media) such as text, image, video, audio, etc. A website hosted on at least one web server, accessible via a network such as the Internet or a private network through an Internet address known as a Locator.

The most effective media is internet, because it does not need much budget and it is easy to access. And that is example website:

(disbudpar@surakarta.go.id)

(www.solothespiritofjava.com)

F. The problems that are faced by DISBUDPAR Solo in promoting Solo shopping Destination

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

1. Financial Problem

Limited budget is the first problem and also the most vital problem faced by DISBUDPAR in promoting Solo Shopping Destination. 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 example, the arts exhibition in abroad, makes advertisement of Solo by using leaflets, booklets, brochures, and etc. Definitely, it needs a lot of money. 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. Transportation

Transportation is the second problem which faced by the government, because there are a few of transportation which can reach shopping center, this thing can make difficulty for tourist who wants to reach that shopping center

G. The solutions that are faced by DIBUDPAR Solo in promoting Solo Shopping Destination

1. Financial problem

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 and brochures in contribution to promote Solo tourism, cooperating with hotel owner, holding exhibitions, festival, contest activities and also invitation toward some journalists 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. Cooperate with local transportation agencies

Open the new way of transportation which can be used by the foreign tourist to reach the shopping destination quickly and comfortably, besides that getting information about transportation route to the tourist, that purpose to make foreign tourist understand about solo city.

3. Cooperate with the societies, businessman, and local government.

The aim is to develop Solo Shopping Destination. This cooperation is needed for community activities, business operations and policies of local governments so that they can cooperate and it is expected to attract tourist to visit shopping center in Solo.

4. Hold an Batik International Exhibition

Holding Batik International Exhibition, it is hoped so many tourists visit and are attracted to studying of making batik and buy batik clothes in Solo.



CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

From the discussion in the previous chapter, the writer has drawn some conclusion, there are three main promotion activities done by DISBUDPAR to promote Solo Shopping Destination, there are:

1. Making a leaflet, brochure and map of Solo city

The function of making a map is to facilitate the tourist to learn about location of Solo shopping destinations. Map of Solo explains about the layout and tourist attraction location, so tourists can reach the place easily.

2. Promoting the tourism object

The function of promotion is to promote the object of Solo Shopping Destination for tourist, therefore the tourists understand and are interested in visiting the object.

3. Making website

The most effective media is internet, because it does not need much budget and it is easy to access.

In carrying out this is duty, DISBUDPAR faced many problems, and the problems are:

1. Financial problem
2. Transportation

After knowing the problems, the solutions of DISBUDPAR in promoting Tourism object in Solo are to:

1. Financial problem.
Hold cooperation with other institution in running promotional activities, such as printing guide books and brochures in contribution to promote Solo tourism.
2. Cooperating with local transportation agencies.
Open new way transportation and getting information to the foreign tourist about solo city that purpose to make the foreign tourist understand and makethe foreign tourist comfortably.
3. Cooperating with the societies, businessman, and local government.
The aim is to develop shopping destination in Solo.
4. Holding an international exhibition of batik.
With an international exhibition, it is hoped that many tourists will visit and are attracted to studying of making batik and buy batik clothes in Solo shopping centers.

B. Suggestion

1. DISBUDPAR

In promoting Solo Tourism object, DISBUDPAR Surakarta should improve the services. It can be done by completing the kinds of brochure, and providing the complete map of solo city, especially the tourist attraction's map. In this case, DISBUDPAR Surakarta should also try a new technique in promotion, because they tend to use the same technique every year.

2. Tourism division of DISBUDPAR Surakarta

The tourism division should make new innovations to attract tourists to visit the tourism objects. It should add more cultural activities, especially during holiday seasons or in special occasions. Besides it should provide tourist guide services to meet tourist satisfaction.