THE PROMOTION STRATEGY OF DISBUDPAR KARANGANYAR TO IMPROVE KARANGANYAR TOURISM

FINAL PROJECT REPORT
Submitted as a Partial Requirement in Obtaining Degree from The English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University

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MOTTOES

And whatever you do, work heartily, as for the Lord, and not for men.

Colossians 3 : 23

“Don’t ever think that God is unfair, because God has a great plan for us”
DEDICATION

This final project is dedicated to:

♥ My Amazing God

♥ My beloved father and mother, Ferry Lombogia and Hesti Wihardiyati

♥ My beloved boy friend, Raditya Harmoko

♥ My beloved friends, Ajeng, Nina, Disti, and Siffa

♥ All people who have supported me
PREFACE

The writer would like to thank God for the blessing and all who have supported the writer in finishing this final project report entitled The Promotion Strategy to Improve Karanganyar Tourism. It was written as a partial requirement in obtaining degree in the English Diploma.

This final project report is a report of the job training done by the writer in the Cultural and Tourism Office (DISBUDPAR) of Karanganyar. The writer is interested in the strategy of DISBUDPAR Karanganyar to improve the Karanganyar tourism.

This final project report describes the promotion strategy of DISBUDPAR, the problem encountered by DISBUDPAR, and the solutions to the problem encountered by DISBUDPAR to improve Karanganyar tourism.

The writer realizes that this final project is far from being perfect, therefore the writer welcome suggestions and advices. Hopefully, this final project will be beneficial to the readers.

Surakarta, 29th December 2014

Ayu Octavia Hendriyati Lombogia
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Surakarta, 29th December 2014

Ayu Octavia Hendriyati Lombogia
ABSTRACT


This final project is written based on the job training which has been done in the Cultural and Tourism Office of Karanganyar. This final project discusses the strategy in promoting Karanganyar tourism, the problem encountered in promotion of Cultural and Tourism office and the solutions to the problem.

The Cultural and Tourism Office of Karanganyar has several strategies in promoting Karanganyar such as; printed media (brochures, leaflet, and catalogs), electronic media (www.karanganyar.go.id), holding local events (Putra - Putri Lawu Events) and participating in National events (travel dialog, sending a team of art, participating in the exhibition of art and culture in "Karismapawiroyo").

There are two problems faced in promoting Karanganyar: it lacks of budget to improve Karanganyar tourism and many tourist attractions aren’t still unknown in other countries.

To overcome all those problems, the writer gives some solutions and suggestion to improve Karanganyar tourism.
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