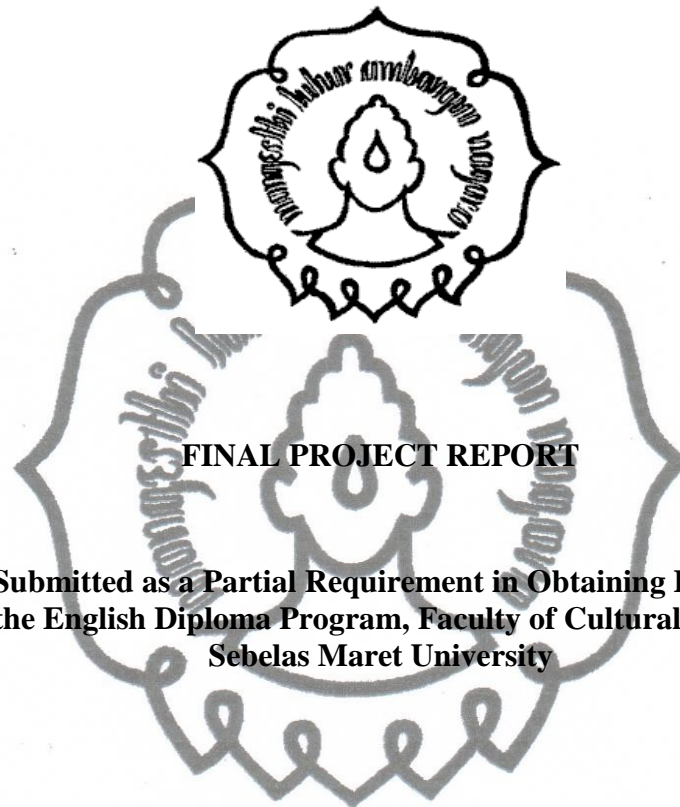


SWOT ANALYSIS ON TOURIST ATTRACTIONS IN SUKOHARJO REGENCY



FINAL PROJECT REPORT

**Submitted as a Partial Requirement in Obtaining Degree
in the English Diploma Program, Faculty of Cultural Sciences
Sebelas Maret University**

**By:
Dwi Ika Fatmawati
C9311024**

**ENGLISH DIPLOMA PROGRAM
FACULTY OF CULTURAL SCIENCES
SEBELAS MARET UNIVERSITY
SURAKARTA
2015**

APPROVAL OF SUPERVISOR

Approved to be examined before the Board of Examiners,
English Diploma Program, Faculty of Cultural Sciences,
Sebelas Maret University

Final Project Report

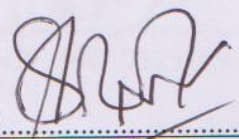
SWOT ANALYSIS ON TOURIST ATTRACTIONS IN SUKOHARJO REGENCY

Name : Dwi Ika Fatmawati

NIM : C9311024

Supervisor

Dra. Sri Kusumo Habsari.M.Hum.,Ph.D
Supervisor


(.....)
NIP. 196703231995122001

APPROVAL OF THE BOARD OF EXAMINERS

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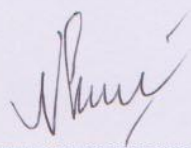
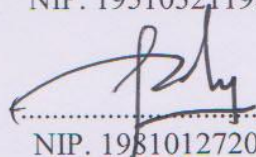
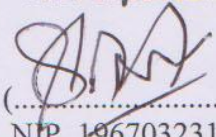
Student's name : Dwi Ika Fatmawati

NIM : C9311024

Examination Date : July, 29th 2015

Accepted and Approved by the Board of Examiners,
English Diploma Program, Faculty of Cultural Sciences,
Sebelas Maret University

The Board of Examiners:

1. Dra. Nani Sukarni, M.S
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()
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Secretary
()
NIP. 1981012720130201
3. Dra. Sri Kusumo Habsari, M.Hum., Ph.D
Main Examiner
()
NIP. 196703231995122001



Faculty of Cultural Sciences
Sebelas Maret University
Dean

Prof. Drs. Riyadi Santosa, M.Ed, Ph.D
NIP 19600328 198601 1 001

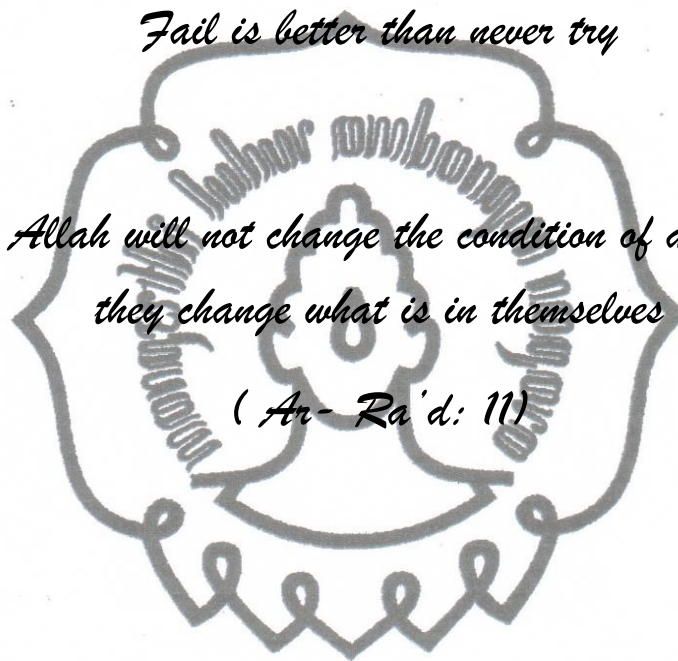
MOTTO

Man Shabara Zhafira

Fail is better than never try

Indeed, Allah will not change the condition of a people until they change what is in themselves

(Ar-Ra'd: 11)



:

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DEDICATION



I present my final project report to :

- ❖ **My God, Allah SWT**
- ❖ **My beloved parents, father and mother**
- ❖ **My brother and sister**
- ❖ **My big family**
- ❖ **All my friends in English Diploma Program
2011**
- ❖ **All my friends in Badan Eksekutif
Mahasiswa (BEM) FIB**

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PREFACE

I would like to say thankful to Allah SWT for giving me ability and opportunity in composing this final project report. I also give the greatest thank to everyone who always helped and supported in finishing this final project report.

This report is written to fulfill the requirement in obtaining the English Diploma Degree in Faculty of Cultural Sciences, Sebelas Maret University. In this final project report, I explain the strengths, weaknesses, opportunities and threats on tourist attractions in Sukoharjo regency. This report was written based on the job training done for about a month.

I realize that the final project is far from being perfect. Thus, it is opened for any criticism and suggestion. At last, I hope this final project will be useful for readers.

Surakarta, July 2015

Dwi Ika Fatmawati

ACKNOWLEDGMENTS

First of all, I would like to say *Alhamdulillah Rabbil' Alamin* to express highest gratitude to Allah SWT for his blessing and guidance to finish this final project report.

However, this work could not be accomplished without some helps from some people and the institutions. I would like to express my highest gratitude to:

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2. Mr. Agus Dwi Priyanto S.S., M.CALL, as the Head of English Diploma Program and as my academic supervisor for time and advice during my study in English Diploma Program.
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Zakiah, Mrs. Wafi, Mrs. Nurul, Mrs. Indarsih etc that cannot be mentioned one by one for your guidance and patience.

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Finally, I want to express my gratitude to all people who have helped me in finishing my study and final project.

Surakarta, July 2015

Dwi Ika Fatmawati

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ABSTRACT

Dwi Ika Fatmawati, 2015. SWOT Analysis on Tourist Attractions in Sukoharjo Regency. English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University.

This final project report was written based on the job training activities for a month at Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan (DPOPK) Sukoharjo. The data for this report were taken from the observation and interview during the job training.

The objectives of this report are to describe the strengths, weaknesses, opportunities and threats on tourist attractions in Sukoharjo and to find out the efforts performed by Sukoharjo tourism office to improve the tourist attractions.

The result of this final project shows some strengths, weaknesses, opportunities and threats on tourist attractions in Sukoharjo. I have found some strengths such as: having many potential tourist attractions, strategic geographic location, providing many accommodations, cheap ticket in almost all tourist attractions and attracting foreign tourist. Besides those strengths, there are also some weaknesses such as: limited promotion tools, low quality of human resources, limited transportation and lack of facilities and accommodations in some tourism objects and lack of guides who are able to speak English. There are some opportunities such as: making promotion, cooperating with DISHUBINFOKOM, there are many schools in Sukoharjo regency and cooperating with stakeholders of tourism sector. However, some threats appear on tourist attractions in Sukoharjo such as: less of visitor's interest, limited budget and competition from other tourist attractions.

There are four strategies that have resulted through doing matrix swot analysis on tourist attractions in Sukoharjo regency. The first is SO, strategies combination between strengths and weaknesses. SO is used to develop on tourist attractions, that are making promotion using social media, providing Sukoharjo bus tour, establishing art gallery, holding event and making tour package for schools. The second is WO, strategies combination between weaknesses and opportunities. WO is used to minimize weaknesses and to utilize opportunities on tourist attractions, that are improving the promotion Sukoharjo tourist attractions, making training for staff and citizen that live around tourism objects, adding public transportations and repairing the facilities and providing the accommodation. The third is ST, strategies combination between strengths and threats. ST is used to build strenghts and to avoid threats on tourist attractions, that are making creative innovation to attract more investor and giving more information and providing facilities in each tourist attractions. The fourth is WT, strategies combination between weaknesses and threats. WT is used to minimize weaknesses and to avoid threats on tourist attractions, that are rebuilding the image and managing the tourist attraction in Sukoharjo regency. Sukoharjo tourism office also has performed some efforts to improve on tourist attractions such as: adding the promotion tools, maintaining facilities in tourism object, improving the human resources and extending cooperation.

TABLE OF CONTENTS

TITLE.....	i
APPROVAL OF SUPERVISOR	ii
APPROVAL OF THE BOARD OF EXAMINERS	iii
MOTTO	iv
DEDICATION	v
PREFACE	vi
ACKNOWLEDGMENTS	vii
ABSTRACT.....	ix
TABLE OF CONTENTS.....	x
CHAPTER 1 : INTRODUCTION.....	1
1.1 Background.....	1
1.2 Objectives.....	3
1.3 Benefits.....	4
CHAPTER II : LITERATURE REVIEW	5
2.1 Tourism Definition.....	5
2.2 Tourism Classification.....	6
2.3 Tourist.....	8
2.4 Tourism Product	9
2.5 SWOT analysis	11
CHAPTER III : REPORT.....	13
3.1 Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan	13
3.1.1 The History of DPOPK.....	13
3.1.2 Vision and Mission	14
3.1.3 Department	15
3.1.4 Sukoharjo Tourism Objects	16
3.2 Job Training Activities and Obstacle.....	19
3.2.1 Job Training Activities.....	19
3.2.2 The Obstacle.....	24
3.3 SWOT Analysis of The Development Tourist Attractions in Sukoharjo	25

3.4 The Explanation of SWOT analysis of The Development
Tourist Attractions in Sukoharjo27
3.4.1 The Result of SWOT Matrix Analysis35
3.5 The Efforts to Minimize Weaknesses and Threats
Faced by DPOPK40
CHAPTER IV : CONCLUSION AND SUGGESTION.....43
4.1 Conclusion43
4.2 Suggestion.....45
BIBLIOGRAPHY
APPENDICES





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