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

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APPROVAL OF SUPERVISOR

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

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MOTTO

Man Shabara Zhafrica

Fail is better than never try

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

(Al-Ra’d: 11)
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
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
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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
ABSTRACT


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, strategical 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.
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