The Process of Promoting Mangkunegaran Palace using Website in English

Internship Report
Submitted to meet a part of the requirements to obtain an Ahli Madya Degree in English Language

by
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Surakarta
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APPRAOVAL

The undersigned below has approved that this internship report is ready for examination. All the content in this report, however, is solely the responsibility of the writer.

Title of Internship Report:
The Process of Promoting Mangkunegaran Palace using Website in English

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Surakarta, 13 June 2016
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The Process of Promoting Mangkunegaran Palace using Website in English

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Date of Examination:
25th July 2016

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commit to user

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ABSTRACT

Manggala Harnanto 2016. The Process of Promoting Mangkunegaran Palace Using Website in English. English Diploma Program, Faculty of Cultural and Sciences, Sebelas Maret University.

This final internship report is written based on the internship experience accomplished for two months at Mangkunegaran Palace, starting from January 1<sup>st</sup> until February 29<sup>th</sup> 2016. The purpose of this internship report is to describe the process of promoting Mangkunegaran Palace using English website and to describe the problems faced by the intern during the internship.

During the internship, I had duty to promote Mangkunegaran Palace to increase the number of foreign tourist through website in English. My activities during internship at Mangkunegaran Palace were doing observation, writing promotional text, making website, designing website, and promoting the website.

The problems faced in doing the internship at Mangkunegaran Palace were collecting the data, writing the content of the website, design a website, and having less time to inform the website to public. I had several solutions to overcome the problems. Those problems were overcome by learning the marketing by using social media and discussing with Mangkunegaran staff, discussing with experts of English, asking for help to my friend having IT competency, and using social media and travel agent to promote the website.
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