The Promotion Strategies of Indonesia Karst Museum

FINAL PROJECT REPORT
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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

Final Project Report

The Promotion Strategies of Indonesia Karst Museum

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MOTTO

“If you don’t throw the dice, you will not get six”
(Dante)

“It does not matter how slowly you go as long as you do not stop”
(Confucius)

“A man can fail many times, but he is not a failure until he gives up”
(Anonymous)
DEDICATION

I present my final project report to:

1. My Parents

2. English Diploma Program Sebelas
   Maret University

3. Readers

4. My future wife
PREFACE

First of all, I would like to say thanks to Allah SWT who always blesses and guides me. I also thank to all people who give support, guidance, and motivation to me in doing this final project report. This Final project report was written to fulfill the requirement in obtaining a degree in the English Diploma Program, Cultural Sciences, Sebelas Maret University.

This final project report entitled *The Promotion Strategies of Indonesia Karst Museum* discusses the promotion strategies used by Indonesia Karst Museum to improve the existence of Indonesia Karst Museum among the domestic and international tourists.

I realized that this final project report is far from being perfect, but I hope this final project report can be beneficial to the readers. I also hope that the readers give positive criticisms and suggestions to improve this final project report.

Surakarta,

Mahardika EIS

commit to user
ACKNOWLEDGEMENT

First of all I want to thank Allah SWT who always blesses and guides me to finish this final project report. I would like to give big thanks to the following people for their guidance, encouragement, assistance, and motivation, they are:

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Lastly, for everyone whom I could’t mention one by one, thanks for the support, prayer, suggestion, and guidance for me to finish this final project.
ABSTRACT


This final project report is written based on the job training done at the Indonesia Karst Museum for one month. The data of this report were obtained by doing observation. The observation was conducted during the job training.

The objectives of this report are to identify the existing promotion strategies used by Indonesia Karst Museum and to know the promotion strategies used by Indonesia Karst Museum to improve the existence of Indonesia Karst Museum among the domestic and international tourists. From those objectives, I expect that Indonesia Karst Museum has good strategies in promoting the Museum to the public.

There are several promotion strategies used by Indonesia Karst Museum, i.e.; exhibition, seminar, socialization, brochure and leaflet.

Indonesia Karst Museum has done a great job in promoting the Museum. It is proven that many visitors have visited the Museum.
# TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>TITLE</th>
<th>i</th>
</tr>
</thead>
<tbody>
<tr>
<td>APPROVAL OF SUPERVISOR</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD OF EXAMINERS</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGMENTS</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENTS</td>
<td>x</td>
</tr>
</tbody>
</table>

## CHAPTER 1: INTRODUCTION

A. Background ........................................................................ 1

B. Research Questions ...................................................... 3

C. Objectives ........................................................................ 3

D. Benefits ........................................................................... 3

## CHAPTER II: LITERATURE REVIEW

A. Public Relations ............................................................ 4

B. Promotion ........................................................................ 6
CHAPTER III: DISCUSSION

A. History of Indonesia Karst Museum .................................................................9

B. The Activities During the Job Training..............................................................10

C. The Promotion Strategies Used by Indonesia Karst Museum............................12

D. The Promotion Strategies Used by Indonesia Karst Museum that Improve their
   Existance among Domestic and International Tourists.......................................15

CHAPTER IV: CONCLUSION AND SUGGESTION

A. Conclusion...........................................................................................................18

B. Recommendations .............................................................................................22

BIBLIOGRAPHY

APPENDICES