

**THE PROMOTING ACTIVITIES OF DIPARSENIBUD  
SURAKARTA TO THE SURAKARTA TOURISM**



**FINAL PROJECT REPORT**

Submitted as a Partial Requirement in Obtaining Degree in the English  
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**ENGLISH DIPLOMA PROGRAM  
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2008**

**APPROVAL OF CONSULTANT**

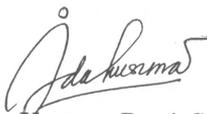
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Final Project Report:

THE PROMOTION ACTIVITIES OF DIPARSENIBUD SURAKARTA TO  
PROMOTE THE SURAKARTA TOURISM

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Report Title : THE PROMOTION ACTIVITIES OF  
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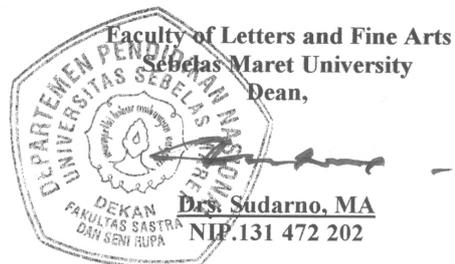
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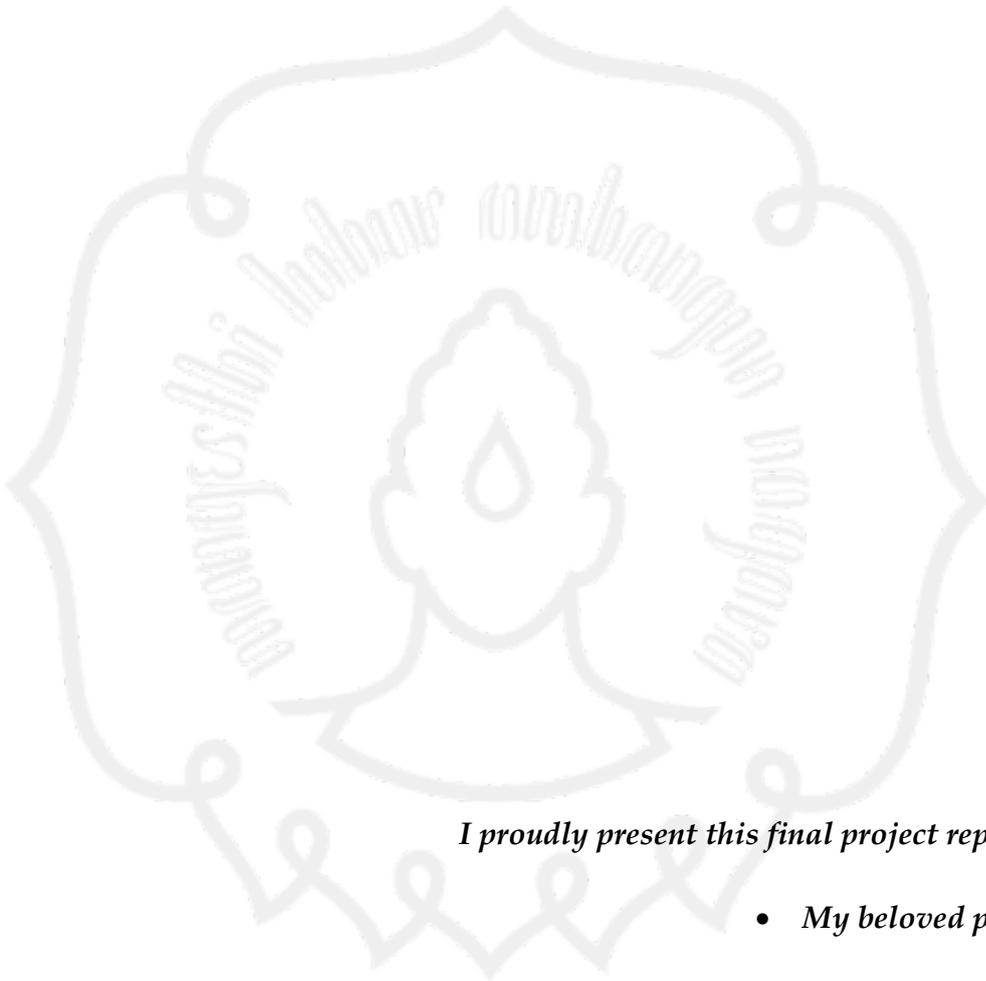


MOTTO

*Semua hal besar selalu dimulai  
dengan hal-hal kecil*

***everything is always okay in the end..  
if it is not, that's not the end..***

## DEDICATION



*I proudly present this final project report to:*

- *My beloved parents*
- *My families and friends*
- *Everyone who loves me*

## PREFACE

*Alhamdulillahirabbil'alamien.* In the name of Allah the Gracious and the Merciful. The writer would like to give her best regard to all people involved in finishing this final project entitled "The Promotion Activities of DIPARSENIBUD Surakarta to promote the Surakarta tourism. The writer is interested in discussing the promotion activities in order to describe the promotion activities done by DIPARSENIBUD, to find out the obstacles and to know the strategies dealing with the problems.

In promoting activities there are some efforts that have been done by DIPARSENIBUD. However, there are also some difficulties faces in promotion activities. For that reason, the writer tries to give some advices for DIPARSENIBUD in order to develop the promotion activities.

The writer hopes that this final project report will be beneficial for many parties, DIPARSENIBUD particularly.

Solo, August 2008

The writer

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Solo, August 2008

Septiani Diah Rachmawati

## ABSTRACT

**Septiani Diah Rachmawati. 2008. The Promotion Activities of DIPARSENIBUD Surakarta to Promote the Surakarta Tourism. English Diploma Program, Faculty of Letters and Fine Arts, UNS.**

The purposes of this final project report are to describe the activities of DIPARSENIBUD to promote Surakarta tourism, to know the problems in promoting activities and to know the strategies dealing with the problems in DIPARSENIBUD Surakarta.

The data of this final project report were obtained through observation, interview, and literature study. The observation was done at DIPARSENIBUD Surakarta to know the promotion activities. The interview was done to the Marketing department staffs and TIC staffs. In addition, the literature study was focused on studying documents such as tourism literature and promotion literature.

The analysis results show that the promotion activities to promote the Surakarta tourism done by DIPARSENIBUD are holding local events, participating both in national and international events and providing information facilities. In running the promotion activities, DIPARSENIBUD faces some obstacles; they are related to budget and to bureaucracy. The strategies to deal with the problems related to the budget are proposing more funds and cooperating with some stake holders. The bureaucracy problem unfortunately has not been solved yet.

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## **CHAPTER I**

### **INTRODUCTION**

#### **A. Background**

Indonesia is one of the most famous tourist destination countries in the Asia, especially in the South East Asia. It is for the beauty of the nature and the richness of arts and tribes in Indonesia.

The Indonesia Government has a new program in tourism sector. This new program is called “Visit Indonesia 2008”, to bring a new image of Indonesian tourism. Recently, the unstable of transportation safety and economic situation have been influencing the number of tourist, especially the foreign tourist visiting Indonesia. This program can be used as a way to convince foreign tourists so that they will be attracted to enjoy the Indonesia’ tourism again.

The Indonesian Government has launched official website to facilitate the public in exploring more about their new program easier. It is also one of the efforts to make the tourist both the domestic and the foreign aware of the new government program.

Surakarta, which is also known as Solo City, is a part of the most famous tourist destinations in Central Java. Related to the “Visit Indonesia 2008” program, Surakarta Government now has been restructuring several hot spot and rearranging the Surakarta city systems; such as relocating the sellers of Klithikan market to

Notoharjo market, opening the Balekambang Park, and revitalizing the open space in this city.

Surakarta is the center of government, trade, and development of Culture and Arts of Subosukowonosraten (Surakarta, Boyolali, Sukoharjo, Wonogiri, Sragen, and Klaten) regencies. It is endowed with various potential tourism attraction. As a City of Culture, Solo is a place where the Javanese tradition still exists in daily life.

The Surakarta Government, which has the authority to manage the city, through its institutions tries to improve and to develop the quality of Surakarta tourism. These efforts are expected to increase the income supporting the development of the public area becoming more convenient city to be visited. By all of its uniqueness, where the traditional values are growing side by side with modernization, Surakarta is expected to be recognized as the main tourist destination especially in Central Java. The promotion activities are absolutely needed to acquaint the Local tourism. The Surakarta tourism promotion activities are centered in DISPARSENBUD, a government service department handling and concerning with the tourism matters.

The writer would like to know exactly the activities done by DISPARSENBUD in promoting the Surakarta tourism and supporting The Visit Indonesia 2008 program. Because of those reasons the writer is interested to have job training in TIC which is under the Tourism Marketing division, the division concern in Surakarta tourism promotion activities.

## **B. Objectives**

Based on the background, the objectives are as follows:

1. To describe the promotion activities done by DISPARSENBUD.
2. To find out the problems faced by DISPARSENBUD in promoting the Surakarta tourism.
3. To know the strategies to deal with the problems.

## **C. Benefits**

This final project is expected to be beneficial for:

1. The Students of English Department
  - The students of English Department know more about DISPARSENBUD.
  - The students of English Department know the activities done by DISPARSENBUD in promoting Surakarta tourism.
2. DISPARSENBUD
  - The institution will know the problems faced in promoting Surakarta tourism.
  - This final project can be used as a consideration to improve the tourism promoting activities.

## **CHAPTER II**

### **LITERATURE REVIEW**

#### **A. Promotion**

##### **1. The Definition of Promotion**

Promotion is an important part of any marketing activities. To be successful, the institutions do not only offer good places to visit but also inform about the supporting facilities that will meet the visitors' needs.

Quoted from Basic Marketing (1990:369) there are three basic promotion objectives; they are informing, persuading, and reminding. The overall promotion objectives are affecting buying behavior and the basic promotion objectives.

Stephen F. Witt and Luiz Moutinho (1995:376) in their book Tourism Marketing and Management defines promotion as the mix of communication activities designed by tourist organizations to influence those target audiences upon whom their sales depend, both directly and indirectly, in both the short term and the long term.

Promotion is communicating information between seller and potential buyer to influence attitudes and behavior (McCarthy and Perreault, Jr; 1990:365).

Oxford Learners Dictionary (2003) defines that promotion is advertising or other activity to increase the sales of something. Meanwhile in Longman Dictionary, promotion means:

1. an activity intended to help sell a product, or the product that is being promoted.
2. the activity of helping something to develop or increase.
3. the activity of persuading people to support something.

## **2. Promotion Methods**

Promotion achieves the three objectives by communicating a message about the product to the target market.

How the messages or information are delivered depends on what blend of the various promotion methods have been chosen. According to E. Jerome McCarthy and William D. P. Jr (1990:366) there are five promotion methods, they are personal selling, mass selling, advertising, publicity and sales promotion.

### **1. Personal selling**

It involves direct face-to-face communication between sellers and potential customers. Face-to-face selling also provides immediate feedback, which helps salespeople to adapt.

### **2. Mass selling**

It is communicating with a large number of potential customers at the same time.

### **3. Advertising**

It includes the use of such media as signs, radio, TV, magazines, and newspapers.

It is any paid form of non-personal presentation of ideas, goods, or services by an identified sponsor.

#### 4. Publicity

It is any paid form of non-personal presentation of ideas, goods, or services.

#### 5. Sales promotion

It refers to promotion activities, other than advertising, publicity and personal selling. It is aimed to stimulate interest, trial, or purchase by final customers.

## **B. Tourism**

### **1. The Definition of Tourism**

According to an Austrian economist, Herman von Schullern (1910) “tourism is the sum of operations, mainly of an economic nature which is directly related with stay and movement of foreigner inside certain country, city or region” (in Pendit 1994:37).

Meanwhile according to Prof. Hunziker and Prof. Krapf (1942), “Tourism is number of connections and symptoms which are caused by the stay of foreigner, provided that their staying does not cause the new residences, and both temporary and permanent business as the effort to search a full time job.” (in Pendit 1994:38).

Dr. Salah Wahab in his book *Tourism Management* (1975:9) defines tourism as a new kind of industry, which has capability to produce a fast economy growth. This industry is providing a new job field, increasing income, standart of living and stimulating other productivity sectors.

## 2. The Classification of Tourism

Nyoman S. Pedit (1990) in his book *Ilmu Pariwisata, Sebuah Pengantar Perdana*, explain that tourism can be classified based on the origin of the tourists, the influence on balance of payments, the period of visiting, the number of people, and the transportation tools.

Based on the origin of the tourist, tourism can be classified into two groups, they are:

1. Domestic tourist; that is a local citizen of a country doing excursion in the boundary of his/her country

In addition cited from [www.dfa.gov.ph/consular/visa-03.htm](http://www.dfa.gov.ph/consular/visa-03.htm) defines tourist as person who is a tourist in their own country.

2. Foreign tourist; that is people who visit certain places who come from outside the country or city he/she visited.

While cited from [www.dfa.gov.ph/consular/visa-03.htm](http://www.dfa.gov.ph/consular/visa-03.htm), a foreign tourist is defined as a person without distinction as to race, gender, language or religion, who is proceeding of a country for a legitimate, non-immigrant purpose such as sightseeing, sports, health, family reasons, training or study, religious pilgrimage, business, cultural and scientific purposes.

Based on balance of payments, tourism can be classified into two groups, they are:

1. *In tourism* or active tourism; that is tourism in which the tourist visits give positive effect on the foreign balance of payment.
2. *Out-going tourism* or passive tourism; that is tourism in which the tourist visits give negative effect on the foreign balance of payment.

Based on the period of visiting, tourism can be divided into two types, they are:

1. Short period tourism; that is a tour which is conducted by tourists who visit certain places or tourism objects only for several days.
2. Long period tourism; that is a tour which is conducted by tourists who visit certain places or tourism object for several months.

Based on the number of people, tourism can be classified into two groups, they are:

1. Individual tourism is a tour which is conducted by a person or a family.
2. Group tourism is a tour which is conducted by twenty or more people in a group.

Based on the types of transportation, tourism can be divided into three types, they are:

1. Air tourism that is a tour using air transportation.
2. Sea tourism that is a tour using sea transportation.

3. Land tourism that is a tour using land transportation.

### **3. Definition of Tourist**

J. Christopher Holloway in his book *the Business of Tourism* states that tourist is someone who arranges a trip or a journey to see something different then might be disappointed if he/she paid something unsatisfying. (in Pendit 1994: 35)

In addition, according to FW Ogilvie tourist is everyone who fulfill two requirements; firstly, they leave their residence for less than a year, secondly, while they do a trip they spend their money in a place where they visit without earning for living. (in Pendit 1994: 37)

### **4. The Classification of Tourist**

Tourist can be divided into six groups on the basis of the characteristic of the trip and the place visited; they are:

- 1) Foreign tourist

Foreign tourist is someone who does a trip coming from another country and has a temporary visit.

- 2) Domestic foreign tourist

Domestic foreign tourist is a foreigner who has to stay or live in a country because of his job duty, who does a trip in the territory of the country he/she

stays. For example: the ambassador of Britain for Indonesia does a trip in Bandung.

3) Domestic tourist

Domestic tourist is a local citizen of a country doing trip still in the boundary of his/her country.

4) Indigenous foreign tourist

Indigenous foreign tourist is a foreigner having functionary position in a foreign country, and then he/she comes to his/her origin country and does a trip. For example: an American who works as a consultant in foreign enterprise in Indonesia then he does vacation in America.

5) Transit tourist

Transit tourist is a tourist doing trip to a particular country by flight, journey, or voyage who should pass by in a particular airport, station, or harbor not because of his will.

6) Business tourist

Business tourist is a person, both foreigner and local citizen, doing trip but for a particular purpose instead of for pleasure. However his/her pleasure begins after the primary business has been done.

## CHAPTER III

### DISCUSSION

#### A. General Description of DIPARSENIBUD

##### 1. History

The Surakarta government has several institutions in turn to manage their city in many different sectors. The sector which is considered to give a big influence in regional income is tourism sector. Then the Surakarta government certainly needs a state institution to handle tourism matter. That's why, in 1985 Dinas Pariwisata (DIPARTA) of Surakarta city was established. It was established after the Mayor of Surakarta city issued the decree of no. 29/ HK/ 05/ PHG/ 79 to develop tourism in Surakarta city. Based on the decree of no.22/ 1999 about territorial administration and Peraturan :Pemerintah (PP) no.84/ 2000 about the regional staff rules, the Mayor of Surakarta city changed the name of Dinas Pariwisata (DIPARTA) of Surakarta city into Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) of Surakarta city.

##### 2. The location

The location of DIPARSENIBUD Surakarta is between Graha Wisata Niaga hall and Radya Pustaka museum. It lies at Slame Riyadi street 275 Surakarta.

##### 3. Vision and Mission of DIPARSENIBUD

The Vision and Mission of DIPARSENIBUD Surakarta are as follows:

a. Vision

DIPARSENIBUD has vision to be the foremost and professional facilitator, in the framework of developing and establishing the tourism, art, and culture to make Surakarta city as a well-known tourism object of Indonesia in 2010.

b. Mission

The missions of DIPARSENIBUD are:

- 1) Encouraging the careness or attention, the social autonomy to increase the quality of local tourism development.
- 2) Implementing the relationship with the tourism practitioners and other stakeholders in the framework of tourism industrial product optimilization and quarrying the local art and culture potential.
- 3) Supplying the public service, oriented to the consumers and for the sake of tourism practitioners' society.
- 4) Providing accurate information and managing the innovation in local industrial tourism marketing with the supply of qualified human resources.

4. Departments in DIPARSENIBUD

In doing all of its duties, DIPARSENIBUD of Surakarta is supported by six departments; they are the Official Head, Administration department, Construction program department, Tourism Service department, Artistic and Cultural Tour Asset Control and Development department and Marketing department.

a. The Official Head

The main duty of the official head is to carry out the governmental affairs in the tourism, art, and culture sectors. Generally, he has several important works like to arrange the strategic planning, to formulate the technical policies, and to analyze the problem faced by this office.

b. Administration Department

This department consists of three sub divisions: sub-division of general affairs, sub-division of Human Resources, and Sub-Division of Finance. The main duty of this department is to undertake the general administration affairs, equipments, official house affairs, planning, and finance administration and staffs affairs.

c. Construction program Department

This department consists of two sub-divisions: planning Division and Audit, Evaluation, and Report Division.

The main duty of this department is to make the strategic plan of this institution.

d. Tourism Service Department

This department consists of two sub-divisions: Tourism Accommodation Division and Recreation and Public Entertainment Division.

The main duty of this department is to handle problems regarding to accommodation for tourist and also the recreation and public entertainment.

e. Artistic and Cultural Tour Asset Control and Development Department

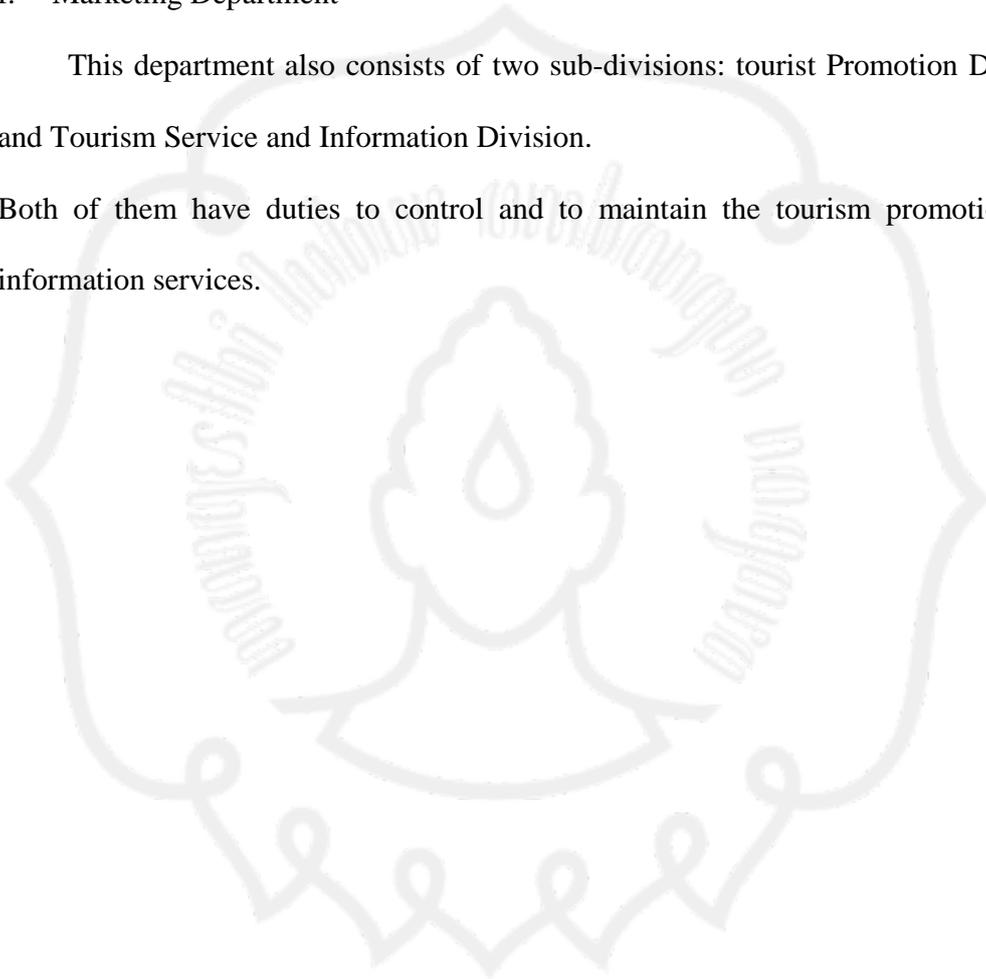
This department also consists of two sub-divisions: Operation and Continuance of Cultural and Asset Development Section and Cultural and Artistic Asset

Development Section. The main duties of this department are to keep the heritage and tourism assets in Solo and also to develop the tourism assets in order to increase the number of tourists visiting Solo.

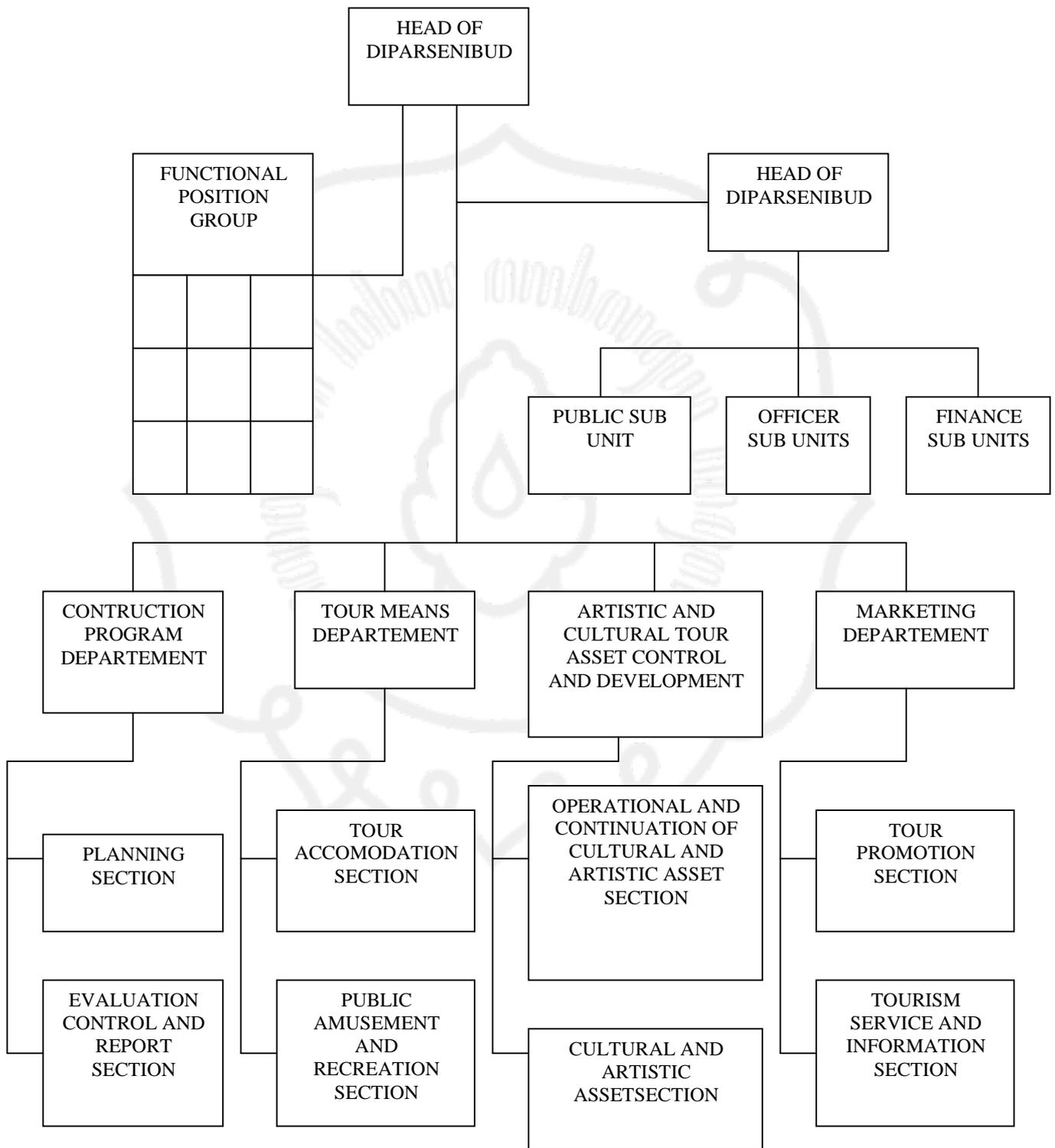
f. Marketing Department

This department also consists of two sub-divisions: tourist Promotion Division and Tourism Service and Information Division.

Both of them have duties to control and to maintain the tourism promotion and information services.



5. Organizational Chart of DIPARSENIBUD Surakarta



## **B. Description of Tourist Information Centre (TIC)**

Tourist Information Centre (TIC) is a part of the marketing department. This division has responsibility to give information service to the public especially the information about Surakarta tourism such as; tourism object, transportation, accommodations, shopping center, culinary spot, etc. TIC opens from 07.30 a.m. to 05.00 p.m. It still opens on Saturday when the other divisions are closed since there are more tourists, especially foreign tourists, who come to TIC in the weekend.

TIC provides calendar of events, leaflets, map of Solo, brochures, tourist guidebook, catalogue of Solo to inform the tourists about the attractions (events) and objects. It also provides information about tour guide or a car for rent.

There are two different locations of TIC, the first one is in the front office of DIPARSENIBUD Surakarta and the second one in the Balapan railway station. Those places are chosen by considering that they are in the center of the city.

For the foreign tourist, they are asked to fill the form which is provided by the TIC officer. The form includes name, age, nationality, purpose of visits, etc which is going to be useful to arrange the statistic data of that office.

## **C. Description of the writer activities in DIPARSENIBUD**

The writer has had her job training in the TIC front office desk of the DIPARSENIBUD Surakarta. She started to have the job training from February 4, 2008 and ended on February 25, 2008. The work hour started from 07.30 a.m. until 02.30 p.m. The main duties done by her are as follows:

1. welcoming guests who come to DIPARSENIBUD.
2. giving information about Surakarta tourism to the tourists, both foreign and local tourists. The information includes; tourism attraction and ways to get there, culture and art show and other exciting places in Solo and vicinity areas.
3. listing the foreign tourists visiting TIC according to the form, filled by them.
4. receiving mails, invitations, promotion brochures from other institutions or companies.

#### **D. the Promotion activities done by DIPARSENIBUD**

Promotion is the communication part of marketing. Promotion provides the customers with information and knowledge in an informative and persuasive manner. This is expected that promotion activities can increase the number of visitor (tourist).

Marketing itself is a continuous and sequential process. It is done through planning, researching, implementing, controlling, and evaluating activities which are designed to satisfy both customers' needs and wants, also the organizations' objectives.

Promotion activities of the Surakarta tourism are handled by Marketing Department of DIPARSENIBUD Surakarta. There are some activities done by DIPARSENIBUD to promote the Surakarta tourism:

##### **1. Holding Local Events**

As one of the famous tourists' destinations in Central Java, Surakarta tries to provide many local culture and art show to attract the tourist to visit the Surakarta

city. Local events perform traditional culture of Surakarta. It shows the identity of the Surakarta culture; it is shown in public space such as Gamelan on the street. The local events are held on different period; daily, weekly, monthly, annually or only in particular time related to certain event.

The local event in Surakarta usually relates to celebrate the religious tradition or the Javanese tradition. The Sekaten festival is one of the examples for religious local events. This year, it was held on March, 14-20. The Sekaten Festival is held to celebrate the birthday of Prophet Muhammad. It is celebrated with various shows, street stands which offer souvenirs, as well as numerous handicrafts. The climax of this event is the carnival of *Gunungan*. It is an offering made of rice and vegetables formed like two cones of mountain. It is brought from the Surakarta palace to the Grand mosque. Other religious local events are Malam Selikuran (Nuzulul Quran), the Syawalan Festival, etc. Besides, one of the Javanese tradition local events is Kirab Pusaka (the Heirloom Procession). This is a procession of the traditional event held by the Surakarta and Mangkunegaran Palaces to celebrate the Javanese New Year, the first day of Asyura. The procession displays the Royal Heirloom which is carried out surround both the Kasunanan and Mangkunegaran Palaces by Royal Palaces' attendants wearing traditional Javanese court clothes. It is considered to be an interesting event to be seen by the tourists.

The examples of daily art performances are traditional dancing rehearsals in Kraton Surakarta (Surakarta Hadiningrat Palace) and Mangkunegaran Palace on

Wednesday. Another daily art performance is human puppets show in Sriwedari hall every night except on Sunday.

The annual biggest event is the anniversary of Surakarta city which is held on February 17. There are culture parade and performances in this event. It is usually centered along Slamet Riyadi Street, as the center of the city.

“Putra- Putri Solo” event is also held every year by DIPARSENIBUD. It is aimed to appoint tourism ambassador for Surakarta. Their duty is to promote the Surakarta tourism, to people out of Solo, even to the world by joining national and international event. Everyone who wants to be “Putra-Putri Solo” has to fulfill the requirements such as the requirement to have good physical appearance, smart, have expanding horizon about the Tourism and Culture of Surakarta, and also to be fluent to communicate in foreign languages, especially English.

## 2. Participating in national and international events

Promoting activities of the Surakarta tourism is not only done by holding local events, but also by participating in both national and international events. There are many national events in which DIPARSENIBUD Surakarta take part, such as Gebyar Nusantara in Jakarta, Nusa Dua Bali Festival, and Batam Festival.

Surakarta joined a Mask festival in Korea last year. Surakarta was appointed as the delegation from Indonesia. Moreover, this year Surakarta will take a part in Manado Festival that involves another country such as Singapore, Malaysia, and Australia. Surakarta also will be the host of World Heritage Cities Congress and Expo on October 25-28, 2008 and Solo International Ethnic Music (SIEM).

During participating in national and International events, DIPARSENIBUD use that occasion to show off the specific traditional products of Surakarta such as Batik, leather puppets, handicraft, wood carving, traditional food, etc. Giving CD, brochures, catalogue of Surakarta tourism are also used as media of promotion. For National and International events, DIPARSENIBUD Surakarta carries Art team consisting of traditional dancers, narrator of the shadow puppet show (*dalang*), puppeteer of the traditional human puppet show, traditional singer (*sinden*) to perform traditional culture and art show.

### 3. Providing Information facilities

The existence of the Surakarta tourism attraction and product needs to be socialized in order to make it well-known. Tourism products are defined as anything that can be offered to the publics for attention, acquisition, use or consumption that might satisfy a need or want. It includes physical objects, services, persons, and places. Informing the public means educating them about Surakarta tourism; tourism objects, ways the tourist to get there, something that the tourist can get if they visit Solo city. Then information facilities are absolutely needed anyway, the facilities can be as; information service and promotional literature.

The information about Solo city could be easily reached by visiting the official website, [www.visit-solo.com](http://www.visit-solo.com), visiting TIC, and reading printed media.

Information service is done through Tourist Information Center (TIC). As the TIC officer, he/she must establish his/her credibility as a reliable and trustworthy source of information to the tourist. The techniques of communicating and persuading

that they used influence the image of the Surakarta related to the in service to the tourist. The information provided includes suggestion about the most interesting tourism object, local event, and other tourist necessity during they stay in Solo city.

Many kinds of information about tourism object and local event are also presented in printed media, such as brochures, leaflets and catalogue. Those printed media plays important role in leisure and tourism. They contain description of certain tourism object such as the history, the most interesting object, and the opening hours. They also contain pictures of the places from the best angles to attract the tourist to visit.

For many small tourist attractions, those printed media in the Tourist Information Center (TIC), public area or hotel are more effective means of communication than audio or audio visual. They provide the detailed information about what the tourists can see and enjoy.

#### **E. Problems in promotion activities**

In promoting activities, DIPARSENIBUD faces some difficulties. The problems are related to Budget and Bureaucracy.

##### **1. Problems related to budget**

In every activity, budget plays an important role. It also happens in promotion activities. To make the promotion activities well performed, proper budget is needed. For example, to socialize local events, DIPARSENIBUD needs to advertise those events through electronic and printed media. It might be advertised in local daily

news paper, leaflet, billboard, local radio station, and local television that need a large amount of money. To participate in National or even International events, DIPARSENIBUD has to prepare all the things that will support the event to succeed. It also needs big amount of budget for accommodation.

Another example is in producing printed media for promotion such as; brochures, leaflets, catalogue, etc. It provides the detailed information that is often too complex to be conveyed by media advertising. The limited budget could influence the quality and the quantity of the. The quality of the printed media will disturb the effort to attract the tourists.

## 2. Bureaucracy

Bureaucracy is the structure and set of regulations in place to control activity, usually in large organizations and government. It is represented by standardized procedure that dictates the execution of most or all processes within the body, formal division of powers, hierarchy, and relationships.

In holding or participating in some event, DIPARSENIBUD has to take long preparations. One of them is procedural administration from other institution which is related to the realization of certain event. Above all, the government administration as everyone knows, is too intricate. It affects in the fluency of procedural administration process in holding or participating in an event. Decision about the matters related to the organization or the participation of an event cannot be made in short time since it should be made by the central government.

### **F. the Strategies taken by DIPARSENIBUD to deal with the problem**

After knowing some problems in promotion activities of Surakarta tourism, there are some strategies to deal with the problems:

#### **1. Budget**

DIPARSENIBUD as the institution handling tourism matter propose more funds in APBD (Local Government Budget) to Central government. This strategy is very beneficial for tourism field development, especially in promotion activities. Meanwhile, DIPARSENIBUD also cooperate with other institutions which relate to a certain event, for example in holding “Putra Putri Solo” event this year. DIPARSENIBUD have some cooperation with other institutions to support that event, such as with Garuda Indonesia Airlines which provides free ticket for the “Putra-Putri Solo” winners, DIPARSENIBUD also cooperate with Mustika Ratu for the cosmetics, with Batik Gunawan in providing the wardrobe. Another example is the cooperation with Pring Sewu Group in providing Solo map for the tourists.

#### **2. Bureaucracy**

The procedural administration system in state-owned government as well as DIPARSENIBUD is considered too intricate. It is need long time process to make a decision. However, this problems still cannot be overcomes yet.

## CHAPTER IV

### CONCLUSIONS AND SUGGESTIONS

#### A. Conclusions

From the discussion in the previous chapter, the writer has drawn some conclusions. There are three main promotion activities done by DIPARSENIBUD to promote the Surakarta tourism, they are continuously holding local events, participating both in national and international events and providing information facilities.

##### 1. Holding Local Events

DISPARSENIBUD continuously held local events as the great magnet to the tourists, especially foreign tourist.

##### 2. Participating in national and international events

By promoting the Surakarta culture and art performance in National as well as International events, Surakarta tourism will be better known.

##### 3. Providing Information facilities

Adequate information facilities and centre certainly make tourist easily get the information about the Surakarta tourism. Moreover it could make the tourist fulfil their necessity while enjoying the Surakarta tourism that might make their stay in Solo longer.

In running the promotion activities of the Surakarta tourism, the obstacles faced by DIPARSNIBUD are:

1. The limited budgets for promotion activities which can affect the participation of DIPARSENIBUD Surakarta both in national and international events
2. The intricate procedural administration in state-owned government that cause the administrative process more complicated.

In addition, the strategies to deal with the problems related to budget are by proposing more funds and making cooperation with others institutions. Meanwhile the problem related to the bureaucracy has not been solved yet.

### **B. Suggestions**

1. DIPARSENIBUD should suggest the Surakarta government to allocate more funds in APBD (Local Government Budget) for the tourism field, considering that the activities to promote Surakarta tourism such as holding local events, participating in both national and international events and providing information facilities is very important.
2. The Government should change the administrative system in order to create an easily handled administration process. Another solution is by giving local authority in handling or participating events. Therefore, Surakarta as local region could manage their tourism matter more effectively and efficiently without waiting instruction from the central government.

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