

## **CHAPTER IV**

### **CONCLUSION**

East Java is the province of Indonesia which has a unique culture and attractive tourism. Since there are several attractive tourism in East Java, Ministry of Tourism formed an institution to handle tourism in East Java called East Java Government Culture and Tourism service. The purposes of establishment of this institution are to manage, preserve and promote culture and tourism in East Java.

The writer was doing his internship as a marketing staff at Marketing Department in promotion and coordination section started from 23<sup>rd</sup> January – 23<sup>rd</sup> February 2017 in East Java Government Culture and Tourism service. Before the internship program had started, the writer needed to prepare more such as learning more grammar/structure subject, practice in translation subject, computer application subject, business communication subject, and writing subject which are very useful during internship program.

During his internship, the writer was required to have command in English skill both written and spoken. English proficiency is highly needed in Marketing Department, since it is very useful to promote tourism attractions. Long before the internship program started, he had no idea about culture and tourism in East Java. In this program, he had learnt more about culture and tourism. For example, when he received the duty to translate about tourism attractions, he must learn the brochures carefully before he translated into English because the target of these

brochures for international visitors. In other duties, through his internship such as interacting with international visitors in Tourism Information Center International Juanda Airport 1, telephoning and faxing with other institution such as Surabaya Department of Manpower and Transmigration and Surabaya Government Tourism, and also arranging calendar events After doing his internship, the writer got several experiences such as communicate with international visitors, time management, computer operating, speak to public, etc. He also learnt about the activities in Government Institution such as how to work together as a team, how to manage time and how to make a good relation with people. And he also got a lot of experience from those activities.

For East Java Government Culture and Tourism Service they had done the best work. Challenge in tourism industries is now getting harder and harder. So they should improve their working quality such as improve the infrastructures (facilities) and the public transportation. This will increase the number of international visitors as the facilities and tourism are in good condition

The writer offers some suggestions to English Diploma of Universitas Airlangga. He suggests that all staffs in English Diploma of Universitas Airlangga have to prepare the subjects to the next students who will take an internship program in East Java Government Culture and Tourism Service. Also this institution has to prepare all the things to do before, during, and after for their internship program. The subject will help in their apprenticeship such as English for Hotel and Tourism because this subject taught about tourism in Indonesia.

Finally, the writer expects that the lessons and experiences are useful for him and the next internship students who will take the internship in this institution.