

Nama : Agustin Dwipha Sari  
NIM : 151511813005  
Angkatan : 2015  
Judul Tugas Akhir : The Strategy to Improve the Quality of Website in East Java  
Government Culture and Tourism Service  
Dosen Pembimbing : Rina Saraswati, S.S., M. Hum.

#### ABSTRACT

Tourism and culture have become the world's greatest identity and opportunity in terms of communication and cultural exchange. Tourism has an important role in preserving the cultural heritage assets of both tangible and intangible heritage. It also engages most aspect of human society and has turned into a main industry both national and international levels for last century. In the world of tourism, marketing becomes the most important thing to improve the quality of tourism. The state will not succeed in developing the tourism industry if it does not consider marketing techniques. In the process of improving the quality of a culture, developing and marketing become the most important aspects of interconnectedness. One of strategy to improve the quality of tourism is using website as marketing media. East Java Government Culture and Tourism Service has been using website as their marketing strategy to improve the quality of tourism in East Java. This final report aims to analyse what are the problem in marketing through website and obtain what is the strategy to improve the quality of website in East Java Government Culture and Tourism Service. There were two ways to have done the case. The first was using observation method to know the problem in marketing through website in East Java Government Culture and Tourism service. The other collected data is using questionnaire to know the strategy to improve the quality of website. Besides, the advices and suggestions were also compiled as a recommendation to improve the quality of website in East Java Government Culture and Tourism Service. The analysis reveal the fact that the problems in marketing through website were lack of updated information, less of attractive content and less of design appearance. Furthermore, the reader felt that there are many advantages that can be obtained by using website as their information media. To conclude, using a website as a marketing media in the East Java Government Culture and Tourism Service was an effective way. Based on the writer survey trough the questionnaire in Google form, all the respondents were using internet and most of them are using a website as the main information media. There were many opportunities that were obtained by East java Government Culture and Tourism Service by using a website as marketing media. Furthermore, an upgrade of the website was required to improve the quality of the website so that the website can be used more efficiently.