

A FINAL REPORT

**MARKETING STRATEGIES OF DEPARTMENT OF CULTURE AND
TOURISM, NGANJUK, TO IMPROVE THE TOURISM POPULARITY**

Presented in partial fulfillment of the requirement for the Diploma Degree

In English Language



By

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Major: Business Communication

ENGLISH DIPLOMA

FACULTY OF VOCATIONAL EDUCATION

UNIVERSITAS AIRLANGGA

2018

ADVISOR'S APPROVAL PAGE

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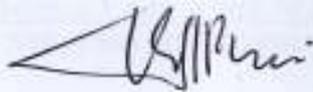
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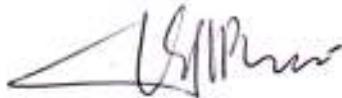
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EXAMINERS' APPROVAL PAGE

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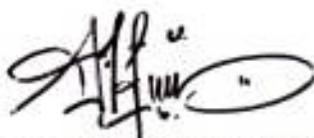
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Has met the Final Report requirement of Faculty of Vocational Education

Surabaya, 25 June 2018

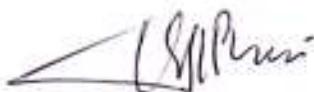
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STATEMENT OF ORIGINALITY

I'am Trio Dhimas Wijanarko (151411813025), honestly declare that the final report I wrote does not contain the works or parts of the words of other people, except those cited in the quotation and references, as a scientific paper should

Sumbaya, 25 June 2018.



Trio Dhimas Wijanarko
NIM. 151411813025

DEDICATION PAGE

**THIS FINAL REPORT IS DEDICATED TO
MY LOVELY FAMILY AND FRIENDS**

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First and above all, the writer would like to express the deepest thanks to Allah SWT for all His tons blessing and providing the writer healthy mind and body so the writer could work on this final report. Finally, the writer can finish his internship and final report, although his final report still has some lack and problems.

In special part of this final report, the writer would like to deliver his gratitude and appreciation toward people whose role is inevitable in this final report making.

1. Dra. Christinawati, M.Si, as the writer's final report advisor. Thank you for the time, thoughtful guidance, patience and warm encouragement throughout the final report.
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5. All of Nganjuk City Culture Office who was so warm and provided a wonderful atmosphere in doing the internship.
6. All the writer's partners in internship. They have provided a joyful atmosphere during the internship period.
7. All friends in EDSO 2014 Universitas Airlangga.

The writer realized that this final report is far from perfect due to limitation as a human being. Therefore, the writer expects that the readers could give criticism and suggestion for lead the writer to be a better pace.

This final report hopefully could be useful for student who want to accomplish their internship on similar field. Finally, the writer hopes that this final report could give contribution to other report and the knowledge for everyone

CHAPTER I

INTRODUCTION

1.1 Background of the Report

Tourism is one of the most promising sectors these days. It has emerged as one of the leading services in the global economy in recent decades. Almost everyone in this world want to escape their everyday life, which could be stressful, full of overwhelming responsibilities and bills to pay. People crave for something or somewhere they can go or do to release their stress and relax their mind. This is where the promising sector, tourism, comes into play. The sector will offer answers for those people. Many countries today, are depending on their tourism sector to grow the economy for the better. Besides for growing the country's economy, according to the World Tourism Organization (2010), as a result of an ever-increasing number of destinations opening up and investing in tourism development, modern tourism has become a key driver for socio-economic progress. The socio-economic progress happened through the creation of jobs and enterprises, infrastructure development, and the export revenues earned. In addition, the contribution of tourism to worldwide economic activity is estimated at some 5%, while its contribution to employment is estimated in the order of 6-7% of the overall number of direct and indirect jobs worldwide.

There are many countries that count on their tourism sector, and Indonesia is one of them. Indonesia, is a country with vast tourism objects and amazing places to visit for the tourists, whether they are domestic or non-domestic. Indonesia is the largest archipelago in the world, ranged from Sabang in Aceh to

Merauke in Papua, made up of thousands of large and small islands, and are connected by the strait and sea. With such widespread, Indonesia kept many natural resources on land and under the sea. No wonder if Indonesia has many wonderful spots, especially in the sector of the beach due to the geographical position of Indonesia itself that is located in parts of the equator. Among the many beaches, there are several beaches in Indonesia categorized as the most beautiful beaches in the world, for example, Senggigi Beach in Lombok, Kuta Beach in Bali, Bunaken Beach in Manado, and many beautiful others.

Indonesia has a very beautiful natural wealth. Because of its natural beauty that Indonesia has become a tourist destination that is much coveted by both local and international tourists from around the world. Like any other countries, Indonesia has its own institution or organization that handles the tourism sectors. The function of the organization will be to manage, promote, maintain, and preserve the vast tourism objects that this country has. The organization's existence is vital for the tourism objects in Indonesia, because they are responsible to handle and improve the state of those tourism objects. Having many tourism objects is not enough, because the important thing is that the country can make sure those tourism objects will still be there in the future for people from all around the world to visit and not letting it go to waste. According to Ekanayake & Long (2012), the tourism sector has become a more important industry to many developing countries as a source of revenue as well as a source of employment. This is another important reason as why the government must protect its tourism objects at all cost.

Promotion of tourism objects in East Java is essential for the future prospect of tourism sector of Indonesia in the eye of foreign tourists. Plenty beautiful tourist attractions are not enough if not balanced with a good marketing strategy and plan. According to Johnson (2018), the tourism marketing plan is the road map and details to the attractions in the area. That is why, good marketing strategy and plan are needed to make sure that the beauty of East Java is spread throughout other countries, even other continents.

The department that handles this matter is the Department of Culture and Tourism. The department has branches in almost every city in Indonesia, including the one where the writer conducted the internship in, Nganjuk. The department has the main duty to promote the culture and tourism in Nganjuk to attract local and foreign tourists to visit Nganjuk.

The writer chose the Department of Culture and Tourism, Nganjuk, because it is located in his hometown. The writer wanted to take part in preserving the tourism heritage of his hometown in any way he could. Besides that, the mission that the writer had as to why he chose interning at the Department of Culture and Tourism, Nganjuk, is to experience new life by working in the tourism sector using the education that the writer got when studying in the English Diploma D-III Program of Universitas Airlangga.

1.2 Statement of Problems

There are three problems that arise in this report, such as:

1. How can the Department of Culture and Tourism, Nganjuk, overcome problems and obstacles that arise in the process of improving the quality of tourism objects in Nganjuk?
2. What are the steps taken in order to promote the tourism objects in Nganjuk?

1.3 Purpose of the Report

The purposes of the report in the internship are in the following:

1. To discover the answer of how the Department of Culture and Tourism, Nganjuk, can improve the quality of Tourism Objects and at the same time dealing with the problems and obstacles that arise in Nganjuk.
2. To discover the steps taken in order to promote the tourism objects in Nganjuk.

1.4 Benefits of the Report

In writing this internship report, there are several profits emerge for some different parties including the writer, D-III English Program, the Department itself, and also for other people who are later interested in doing internship in the Department of Culture and Tourism, Nganjuk. For the writer, the internship was quite advantageous. He gained a lot of knowledge as he is able to get experience by working in a real work-place environment, meeting and making connections with people outside his life as a college student, and of course, able to intern at a

professional department which helps preserve the tourism objects in his hometown. For the Department of Culture and Tourism of Nganjuk and his faculty, this internship is also benefiting them. From this internship, both of them can build a good relationship that hopefully will last in the future and facilitate the students of the D-III English Diploma Program to do internships at the Department of Culture and Tourism, Nganjuk. Finally, the writer also hopes that this report will benefit anyone who wants to write other related reports later.

1.5 Review of Related Literature

1.1.1 Culture

Browaeys and Price (2011) stated that culture is a way of life that developed and shared by a group of people and passed down from generation to generation. Culture is made up of many complex elements, including religious and political system, customs, languages, tools, clothing, buildings, as well as culture, an integral part of human beings, so many people tend to think inherited genetically. When someone tried to communicate with people of different cultures and adjust to the differences, proving that culture is learned. In addition to the statement above, Culture is closely connected to the community. Herskovits and Malinowski (2016) argued that everything contained in society is determined by the culture which is owned by the community itself. The term for that opinion is Cultural-determinism.

1.1.2 Tourism

According to Middleton (2015), Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World. But on the other hand, UNWTO (2010) stated that Tourism is defined as the activities of persons identified as visitors. A visitor is someone who is making a visit to a main destination

outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purposes.

1.1.3 Marketing Plan

Kotler (2013) stated that marketing plan is the central tool for directing and coordinating marketing effort. It includes summaries of current tourism market situation, analysis of opportunities and issues facing the product line, financial, and marketing objectives, approaches to be used to achieve the objectives, action programmes, a projected profit and loss statement, and plans for monitoring and control.

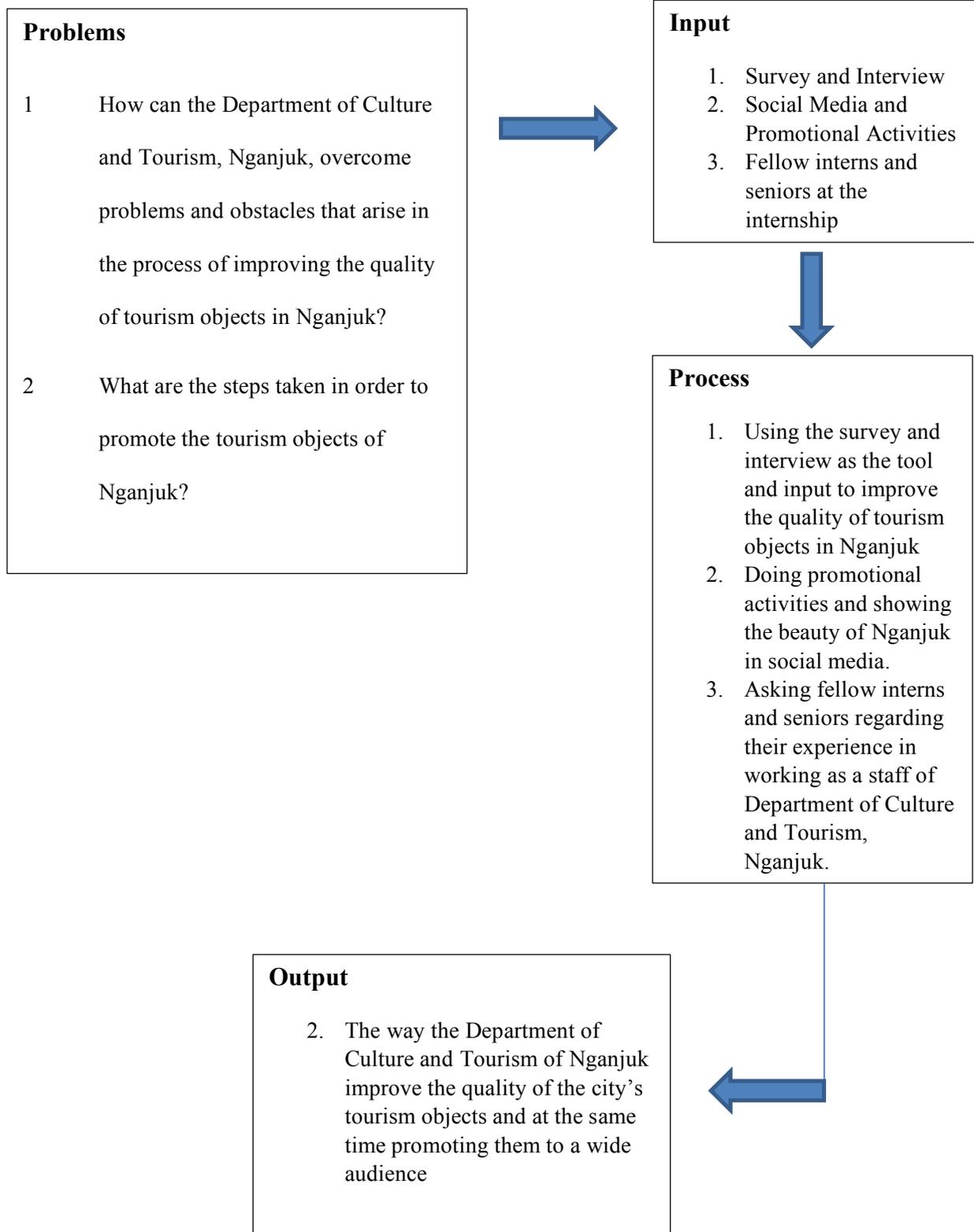
1.6.4 Tourism Marketing Plan

According to Johnson (2018), the tourism marketing plan is the road map and details to the attractions in the area. Every marketing effort should begin with a plan, and tourism marketing is no different. At the end of each tourism season, a company can use the marketing plan to set goals and make changes for next year. For example, if revenue at one attraction did not meet expectations, perhaps it needs product development and some upgrades to make it more appealing to visitors, or even better advertising.

1.6.5 Survey

According to WTO (2010), surveying is a method of gathering information directly from sample of residents or tourists, with the objectives of inferring certain trip and personal information about a larger host or guest population. It is an extremely cost-effective way of determining the characteristics and behaviour of a larger population, such as the residents of a nation or their visitors. It is widely used to gather statistics for marketing research, planning, programme evaluation and impact assessment in tourism.

1.6 Framework of the Report



CHAPTER II

COMPANY DESCRIPTION

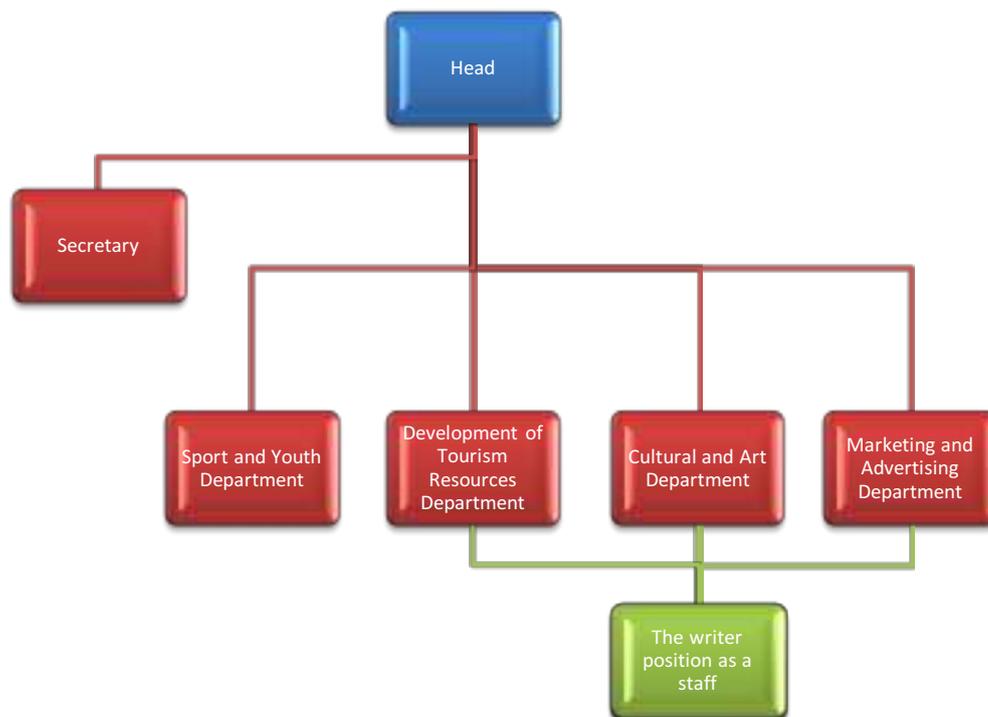
2.1 Company History

DISPARPORABUD (*Dinas Pariwisata, Kepemudaan, Olahraga, dan Kebudayaan*) Nganjuk, East Java, is located between 111.50' to 112.13' East Longitude and 7.20' to 7.50' South Latitude. Nganjuk is on the east side of Jombang, west side and bordered by Madiun and Ponorogo, south of Kediri, and on the north is bordered with Bojonegoro. Dinas Pariwisata, Kepemudaan, Olahraga, dan Kebudayaan (Tourism, Youth, Sports, and Culture Department) is a new institution as a combination between Dinas Kebudayaan dan Pariwisata (Culture and Tourism Department), and Dinas Kepemudaan dan Olahraga (Youth and Sports Department). This office has new system and task which is beside controlling the tourism and Nganjuk culture, it is also doing some tasks in developing the young generation and sports in Nganjuk.

Under the leadership of Mr. Supiyanto, DISPARPORABUD has five departments, first is Marketing and Advertising which job is to promote the tourism attraction in Nganjuk, second is Tourism department which jobs are to care, find, and improve tourism places, third is Culture department, which jobs are to take care of, improve, and continue the existence of Nganjuk Culture, fourth is Secretary department (a corporate secretary), which job is to take over the problems on business and financial reports. The last is Youth and Sport department, which jobs are to take care of the sports events and make young generation able to preserve the culture and tourism in Nganjuk.

2.2 Organization Chart

The following organization belongs to Government Culture and Tourism of Nganjuk.



In the structure of organization of DISPARPORABUD, Nganjuk regency, the highest position is the Head of Disparporabud which has direct responsibility to the Regent through the Regional Secretary, then under it there are positions of Secretariat, Functional Position Groups, and oversees important departments such as culture department, tourism department, marketing and advertising department, youth and sport department. All have their respective duties to support the achievement of the Vision and Mission of the Office of Disparporabud, Nganjuk.

2.3 Jobs and Responsibilities

All positions based on the chart have their jobs and responsibilities:

1. Head

Head is person who is leading DISPARPORABUD of Nganjuk, he/she has duties to control, coordinate and manage all activities of the staff, like picking some decisions, planning policies and maintaining cultural and tourism facilities and coordinating permits, supervising and giving guidance on the culture and tourism sectors, doing other duties according to the order of Bupati (Head of residence)

2. Secretary

The secretary has responsibilities in coordinating, preparing, implementing, evaluating, reporting, and controlling public administration. There are several tasks of the secretary such as:

- accomplishing personal administration
- managing the financial administration
- organizing the public relation and protocol
- programs coordination, monitoring, evaluation and reporting services
- other functions performed by the departments

3. Marketing and Advertising Department

Marketing and Advertising Department has tasks to develop market analysis and promote the cultural events and tourism. For implementing these tasks, Marketing and Advertising Department has the following functions:

- to implement cooperation in the use of the promotion of tourism and culture.

- to prepare materials and collect data for the drafting of the formulation of promotion policy.
- to prepare materials and collect data in term of the analysis, and the development of the domestic market and abroad.

4. Cultural and Art Department

Cultural, and Art Department is responsible for implementing the activities in developin culture and arts, getting the respective duties such as development of coaching in order to increase the value that can be sold to tourists. Its responsibilities include:

- preparing materials management and stabilization of the awareness of the value of culture, a system of culture and environment culture.
- preparing materials for cultural value revitalization.
- preparing database materials and information system related to culture.
- preparing and disseminating guidelines for public particularly the ones related to cultural events and happenings.
- preparing guidelines and the technical guidelines related to art training.
- preparing materials promotion and publication regional art.
- preparing a material for work of art and culture industry recommendation to be patented.
- preparing materials excavation, conservation and development regional art.

5. Development of Tourism Resources Department

Development of Tourism Resources Department has duties to implement coordination and held activities in development of tourism resources. For implementing the duties, Development of Tourism Resources Department has following functions:

- collecting data of tourism potentials.

- facilitating education and training for tourism resources.
- implementing society empowerment to develop businesses in Tourism.
- monitoring and evaluating the development of tourism resources.

6. Sports and Youth Department

Sports and Youth Department has duties to implement the activities in holding event in sport section. Sports and Youth Department has the following functions:

- organizing sport event for student.
- facilitating education and training for gym teachers.
- giving General Guidance to gym teachers.
- cooperating with police to give guidance for students.

2.3 Facilities

In order to support the activities of the office, there are some facilities that can be used by all employees and guests who visit DISPARPORABUD of Nganjuk such as:

- Wi-Fi area
- Auditorium and Hall area
- Parking area
- Six huge room, with Air-Conditioner
- Field area
- Table Tennis
 - Sound System
 - Audio-Visual presentation
 - Musholla
 - Bathroom
 - Gamelan

2.4 Location

Below is the detailed information about the location and important lines of DISPARPORABUD, Nganjuk.

Address : Jl. Diponegoro Nomor 29 Nganjuk, Postal code 64412

Phone : +62358 321793

Fax : +62358 321793

E-mail : *disbudparda@nganjukkab.go.id*

Website : *www.disbudparda.nganjukkab.go.id*

CHAPTER III

DISCUSSION

3.1 Description

3.1.1. Overcoming Problems and Obstacles in Improving The Quality of Tourism

Objects in Nganjuk

Tourism is one of the most promising sectors these days. It has emerged as one of the leading services in the global economy in recent decades. Almost everyone in this world wants to escape their everyday life, which could be stressful, full of overwhelming responsibilities and bills to pay. People crave for something or somewhere they can go or do to release their stress and relax their mind. Tourism is the generic term to cover both demand and supply that has been adopted in various forms and used throughout the World according to Middleton (2015). There are many countries that count on their tourism sector, and Indonesia is one of them. Indonesia, is a country with vast tourism objects and amazing places to visit for the tourists, whether they are domestics or non-domestics.

This country is the largest archipelago in the world, ranged from Sabang in Aceh to Merauke in Papua, which is made up of thousands of large and small islands, and are connected by the strait and sea. With such widespread, Indonesia kept many natural resources on land and under the sea. No wonder if Indonesia has many wonderful spots, especially in the sector of the beach due to the geographical position of Indonesia itself that is located in parts of the equator. Among the many beaches, there are several beaches in Indonesia that are categorized as the most beautiful beaches in the world. For example, Senggigi Beach in Lombok, Kuta Beach in Bali, Bunaken Beach in Manado, and many other beautiful beaches.

Indonesia has a very beautiful natural wealth. Because of its natural beauty that Indonesia has become a tourist destination that is much coveted by both local and international tourists from around the world. Like any other countries, Indonesia has its own institution or organization that handles the tourism sectors. The function of the organization will be to manage, promote, maintain, and preserve the vast tourism objects that this country has. The organization's existence is vital for the tourism objects in Indonesia because they are responsible to handle and improve the state of those tourism objects. Having many tourism objects is not enough, because the important thing is that the country can make sure those tourism objects will still be there in the future for people from all around the world to visit and not letting it go to waste.

In East Java, it is no different. While all the residence of East Java is obligated to preserve and promote the tourism objects of East Java, there is a specific institution that deals in the matter of promoting and preserving the tourism objects in East Java more professionally. According to Ekanayake & Long (2012), the tourism sector has become a more important industry to many developing countries as a source of revenue as well as a source of employment. Besides that, the promotion and the preservation are done for the purpose to make tourist attractions in East Java more popular in the eyes of the tourists, especially foreign tourists. In order to make tourist attractions in East Java more popular.

The tourist attractions in East Java, especially Nganjuk where the writer was placed to do the internship are worthy enough to be preserved and promoted. This is another reason why the institution needs to do some improvements on the tourism objects of Nganjuk. The beautiful tourist attractions of Nganjuk will go to waste if not taken care of appropriately. The government institution needs to make some changes in the way it maintains, preserves, and promotes the objects in Nganjuk if it wants to show that Nganjuk is also worthy enough to be visited by tourists, or in this case, foreign tourists.

Strategy, especially strategy related to the marketing and promotion of the tourism objects are needed in the process. Before conducting promotion, the government institution, Department of Culture and Tourism, Nganjuk, needs to do repairing activity regarding the tourism objects of Nganjuk. The repairing or improvement that they need to do is regarding the qualities of tourism objects in Nganjuk itself. It will be useless to promote Nganjuk and its tourism objects if not balanced with a proper improvement on its tourist attractions. According to Johnson (2018), if revenue at one attraction did not meet expectations, perhaps it needs product development and some upgrades to make it more appealing to visitors, or even better advertising.

The tourism objects in Nganjuk are considered to be in the need of upgrade or improvement as proven by the data taken from the Department of Culture and Tourism, Nganjuk that there are just a little number of foreign tourists who came and visit Nganjuk. This cannot be let to be happened as there are actually many tourism objects in Nganjuk that are worthy to be visited and introduced to the foreign tourists. The writer was able to participate in the activity of improving the qualities of tourism objects of Nganjuk because he did the internship at the Department of Culture and Tourism, Nganjuk for a month. The writer chose the Department of Culture and Tourism, Nganjuk because beside it is located in his hometown, he wanted to take part in preserving the tourism heritage of his hometown in any way he could.

The data regarding the number of tourists (domestic and foreigner) who visit tourism objects in Nganjuk in 2016 taken from the Departmen of Culture of Tourism, Nganjuk will be shown below with the information of domestic tourists are in blue, and foreign tourists are in red.

Tourism Objects	January		February		March		April		May		June		August		September	
	Local and Foreign Tourists Visitation Count															
Candi Lor	-	451	4	215	-	268	-	252	-	216	-	180	-	123	6	223
Candi Ngetos	-	25	2	92	-	13	-	56	-	69	-	27	-	29	-	81
Condrogeni	-	35	-	18	-	21	-	12	-	19	-	19	-	26	-	25
Prasasti Bangle	-	13	-	14	-	33	-	14	-	7	-	15	-	13	-	16
Musium Anjuk Ladang	-	255	-	206	-	423	-	441	-	239	-	261	-	155	-	327
Musium Dr. Soetomo	-	12	-	52	-	137	-	140	-	450	-	635	-	1400	-	496
Musium Jend. Sudirman	-	4	-	6	-	6	-	6	-	1	-	3	-	3	-	10

Based on the data of local and foreign tourist visitation on the tourism objects in Nganjuk provided above, it can be inferred that those tourism objects are in dire need of upgrades. From the data, it shows that the number of foreign tourists who visit Nganjuk are very low. The visitation of tourist attraction are not more than six people. Due to that, the Department of Culture and Tourism, Nganjuk and the writer as the intern of the institution are obligated to make changes and improve the quality of the tourism objects in Nganjuk. The action or ways can later result in the improvement or raise in the number of tourists, especially foreign tourists who visit Nganjuk.

During the internship at the Department of Culture and Tourism, Nganjuk, the writer was given the chance to participate in the process of improving the quality of tourism objects of Nganjuk for the purpose of promotion later. The process of improving the qualities met some problems when the Department of Culture of Tourism, Nganjuk did not do enough even though that there are many things that the Department could do.

In order to overcome the problem in improving the quality of tourism objects of Nganjuk, the department asked the writer to join in the process of the activity by doing some few steps which later can benefit many parties if the tourism objects are eventually improved.

There are a few steps taken by the Department of Culture and Tourism, Nganjuk and the writer himself in order to improve the quality of tourism objects in Nganjuk so that the improvement of the tourism objects can be beneficial for the countries, the province, and the residences of Nganjuk. This is proven by the statement from Grotti (2015), that the travel and tourism industry accounts for almost 10% of global GDP and is responsible for one in 11 jobs. From the statement above, it can be inferred that by doing promotion and improving the quality of tourism objects in East Java will result into the improvement of the economy of East Java too, especially the city of Nganjuk. The first step that the department and the writer did in order to improve the quality of tourism objects in East Java was by doing survey on the location of tourist attractions. The survey targets were the staffs who work there and the visitors of the tourism objects.

Kryzhanivska (2017), stated that is an easy and reliable technique of gathering feedback from customers. There are some situations, when it is especially important to get feedback, for example, before launching a new product. To make the product meet the needs of the customers, we have to ask them about what they want and need. Besides, it is important to gather feedback after launching a product and on every stage of product life cycle. The information helps you to make right decisions easier.

The purpose of the survey itself was to know the opinion from the staff and visitors regarding their point of view on how the Department of Culture and Tourism improves the tourism object. DeFranzo (2012) stated that Businesses and researchers across all industries conduct surveys to uncover answers to specific, important questions. These questions are varied, cover a diverse range of topics, and can be asked in multiple

formats. The questions should be strategically planned and structured in the best way possible in order to receive the most accurate data. When structuring survey questions, consider the following:

- The main goal of the survey
- How to plan to apply the survey data
- The decisions that will be made as a result of the survey data

Besides that, DeFranzo (2012) said that there are four main reasons to conduct surveys that are done in order to achieve the goal of the activity. In this case, the activity is to improve the quality of tourism objects of Nganjuk so that later the promotion activity can be conducted.

1. Uncover the answers. In a non-intimidating survey environment, we will learn about what motivates survey respondents and what is important to them, and gather meaningful opinions, comments, and feedback. A non-intimidating survey environment is one that best suits the privacy needs of the survey respondent. Respondents are more likely to provide open and honest feedback in a more private survey method. Methods such as online surveys, paper surveys, or mobile surveys are more private and less intimidating than face-to-face survey interviews or telephone surveys.
2. Evoke discussion. Give the survey respondents an opportunity to discuss important key topics. Communicate with respondents about the survey topic. This allows to dig deeper into the survey and can incite topics related to the survey within a broader perspective.

3. Base decisions on objective information. Conducting surveys is an unbiased approach to decision-making. Don't rely on "gut feelings" to make important business decisions. A Surveyor can collect unbiased survey data and develop sensible decisions based on analysed results. By analysing results, it can be immediately used to address topics of importance, rather than waste time and valuable resources on areas of little or no concern.

4. Compare results. Surveys results provide a snapshot of the attitudes and behaviours – including thoughts, opinions, and comments – about the target survey population. This valuable feedback is the baseline to measure and establish a benchmark from which to compare results over time.

In a nutshell, surveys are important because the most reliable method to get real feedback from our targets. The feedback is the most important part because it is the part that we use from the survey itself in order to get the result that we want from the survey. Another area where surveys can help is with employee satisfaction. Surveys can provide a solution, as the feedback they provide will allow us to address the things that are making our employees dissatisfied.

Moreover, the writer was obligated to participate in other activities which purpose are to improve the qualities of tourism objects of Nganjuk, like asking for the opinion from the followers of the Department of Culture and Tourism of Nganjuk regarding the best way to improve and upgrade the tourism objects. After that, the writer then asked to participate in the activities or events to invite the youngsters of Nganjuk to be willing to participate in improving the quality of tourism objects in Nganjuk.

3.1.2. Conducting Promotional Activities for Tourism Objects in Nganjuk

The next step done by the Department of Culture and Tourism in Nganjuk is promoting the tourism objects of the city. In this step, the writer was also asked to participate in the process even though he was only an intern. The institution wanted to show the writer how the Department promote and the variation of promotional activities that the institution conducts during the process of promoting the tourism objects. According to Morello (2018), the tourism industry is unlike any other because, instead of a product, we are selling a place and all the things it has to offer. Morello (2018) also said that we are competing with the entire world every time we promote tourism in a given destination, and this high level of competition demands a creative and unique approach. To be successful, the marketing should constantly put forth the best possible image of the destination, while creating interest on a broad scale in as many ways as possible.

The objective of tourism promotion is to create an interest in the destination and the product it offers. One of the most effective ways to turn that interest into a lasting impression, thereby establishing a brand, is to develop an identity for the destination that helps it not only find a place in the market, but also stand out from the rest. The Department of Culture and Tourism also has the same ide regarding the purpose as to why they conduct promotional activities for the tourism objects of Nganjuk. The department's purpose is to make the tourism objects of East Java, especially Nganjuk, to be more popular in the eye of foreign tourists, which later can help the country in the matter of the nation's income.

In promoting the tourism objects of the city, the Department of Culture and Tourism, Nganjuk conducts the activity by doing several steps in the process. This is because the department thinks that applying only one step will not enough and therefore they need to do various ways of promotional activities. The effort to promote tourism

objects of Nganjuk will not be in vain because Indonesia is an archipelago full of tourism potentials, as stated by Nirwandar in Laia (2014) that the Deputy Minister of Tourism and Creative Economy remains optimistic about achieving 9.2 million target of international visitors.

There are two steps to promoting tourism object of the city :

1. The first step that the writer and the department do in promoting tourism objects of Nganjuk was by spreading promotional advertisements in the form of leaflets, booklets, and banners. Those promotional advertisements are spread because they are easily made and do not cost much money in order to be made. Basically, the writer and the department want the first step of the promotional activity by spreading those advertisements without having to spend a lot of money. Those advertisements were spread all the areas nearby the tourism objects because it was the most strategic location. The primary aim is to attract more and more people to visit the tourism objects of the city. The advertisements, leaflet, booklet, and banners, is containing description, features, and promotional words which could indirectly invite the people from many areas to come visit. A banner for example, usually contains promotional words and feature the best facilities that the tourism object can have in order to attract tourists in visiting the object itself.

According to Nella (2015), advertising in leaflet or banners have always been a very effective tool when it comes to promotion. Banners, for example, are considered the important instrument in the process of promotional or marketing activity. There are multiple reasons why advertisements like leaflet and banners are still popular these days, despite the modern electronic media being so much more active. According to Nella (2015) here are some of the reasons as to why banners and other similar advertisements are still considered a good way for conducting a promotion or marketing activity.

1. Less Expensive

Those kinds of advertising media still remain to be as one of the most popular mediums for advertisement. The reason being that they are less expensive. If anyone intends in running a business or institution and would not want to invest too much into advertisement for a start, in that case banners and other similar mediums would be the perfect choice or option. All that needed is to get in touch with a banner-creating company that is able to get the banner done quickly.

2. Attractive

Though they are less expensive compared to the modern mediums of advertisement, banners and other similar mediums are very attractive. Displaying banner, for example, in a public place will create an excellent impression and certainly will help to draw a lot of attention. Being attractive is one of the reasons as to why those advertisements are still being used with so much effectiveness even in today's world.

3. Convenient

One of the reasons as to why leaflet, booklet, and especially banners are so popular is because the fact that they are convenient. Banners and other items related can be used almost everywhere on public places.

The reasons provided above are some of the reasons as why banners and other related items are so effective and popular for conducting promotional and marketing activity. Apart from being lesser expensive and convenient, they serve the purpose of advertisement to full effect. They still give you the results and the fact that they create a long-term effect makes them even more trusted and dependable.

One of the activities that the writer and the department do in promoting the tourism objects or the beauty of Nganjuk is by cooperating with other parties. The cooperation that was done by the Department of Culture and Tourism of Nganjuk is in the form of a Photography Contest by inviting Universitas Nusantara PGRI Kediri in creating the competition or contest. The contest was titled “Pesona Nganjuk” or the Enchantment of Nganjuk if it is translated to English. The contest’s mission is to make many people attracted into visiting many tourism objects in Nganjuk by conducting competition in the form of photography so that the result of the photography itself can show that Nganjuk is also beautiful like any other cities in Indonesia, especially East Java.

Pickering (2011) stated that there are reasons why contests should be a part of the marketing or promotional strategy. While contests have been around for a long time, this activity is still a great way or method to conduct promotion. Firstly, contest is a great way to gather or collect visitors. Whether an institution starts with 4 visitors a month or even 2 visitors a month, contest offers the way to increase that number.



Secondly, contests enable the doer, in this case the Department of Culture and Tourism of Nganjuk, to engage with its audience or visitors. In addition to increasing the sheer number of people who interact with the objects, a contest provides a means to deepen the connection as well. A user-generated content (UGC) promotion such as a photo or video contest is a great way to do just that. UGC contests tap in to the human mind to compete. Most importantly, when participants upload their personal content (e.g., a photo or story) to your promotional activity, they are naturally promoting the brand, in this case the tourism objects of Nganjuk, voluntarily.

2. The second is Aside from offline promotional activities that are conducted by the department, the writer was also able to observe that the department has its own online promotional media in the form of an Instagram account. The department uses the Instagram account of *Kang Mas & Mbak Yu Nganjuk*. The Instagram

account, @kangmasmbakyunganjuk, is used for targeting the youngsters of Nganjuk so that they are willing to participate in the process of preserving, improving, and promoting the tourism objects of their own city. The technique used by the department is considered good as youngsters nowadays are rather more interested to use social medias on their phone than reading leaflet about the beauty of the city's tourism objects which are spread nearby their areas.

Instagram has become a place to share more emotional travel experiences. It is used to immortalise the experience in a photograph by sharing it with a larger audience via social media. With social media, everyone is a potential ambassador of the places and people encountered during a trip. According to a survey conducted by Biagiotti (2017), Instagram is the go-to social network for 48% of people who want to choose destinations to visit on their next getaway. 35% of them use Instagram to get inspired and discover new places. With around 400 million active users on Instagram, the Department of Culture and Tourism is in the right path to promote the tourism objects of Nganjuk by gaining advantage from the platform because Instagram has been proven as the effective social media to make someone or something popular or viral.

Moreover, during the internship done by the writer in the Department of Culture and Tourism of Nganjuk, he was given the opportunity to experience other tasks as well. For example, the writer was given the chance to apply his skills and knowledge in making letters, even though the letters he made in the internship is not written in English. The letter(s) that made by the writer was regarding the permission of events (Tayub, Jaranan, Nyadran) that are held in Nganjuk. The events concern the cultural and identity of the city. Then, the writer was also given the chance to participate in conducting Tourism Introduction Program to educational institute.

3.2 Obstacles

During the internship, the writer came across obstacles that became the challenges for him in conducting the job as a staff of Department of Culture and Tourism, Nganjuk. Although some obstacles were occurred or happened, the writer believed that eventually the obstacles that he came across will be overcome, and the internship will also be important for him in the present and the future. As stated by Moliere in Zuranski (2015), the greater the obstacle, the more glory in overcoming it. This quotation taken from Moliere fitted the writer's thinking that sometimes obstacles are necessary to appear in order to teach a few lessons and experiences in order for the writer to evolve and grow.

The writer as the intern came across the first obstacle in doing the internship in the Department of Culture and Tourism, Nganjuk in the form of adjusting to the working time of the department. This is because the writer previously was used to go to the college without a specific time. He was given the freedom by the university or faculty to pick the schedule for courses that fitted to his need and will as long as there are spots available for those courses. In the Department of Culture and Tourism, Nganjuk, the writer was obligated to go to work and start the internship at a specified time.

Secondly, the writer found that there is a rule regarding the outfit that the staff or even the intern of the department has to wear during works. The writer saw this as the next obstacle because he was used to go to the college by wearing any clothes that he sees fit, as long as the clothes are appropriate and conform the rule of the college. But, in the department where he did the internship, the writer was obligated to wear formal clothes or uniform. This is different from college and the writer has to adapt and adjust to wear uniform for his internship at the Department of Culture and Tourism, Nganjuk.

The writer also encountered some obstacles that are related to the problems of the report and related to his internship at the department. Firstly, the writer had difficulties in

making promotional advertisements like banners. This is because the writer was studying in an English Language Major at Universitas Airlangga. At the major, the writer was not taught to design banners. The only course that is related to the job in creating banners was English for Media and Advertising, and the course alone was not enough. For the responsibility to make banners, the writer was obligated to string up words so that the banners would be attractive enough for audiences to see. Other than that, the writer was also obligated to design the banner using software in computer which made the writer confused because he did not have any experience at all regarding computer technics. Since the writer encountered obstacles in the process of doing the job of creating banners, the writer had to find the solution. The solution that the writer could find was by browsing and surfing the internet regarding how to make banners for beginners. Besides that, he also looked for suggestions and opinions from his friends and colleagues who understand and deal in the design field.

The next obstacle or problem that appeared was the difficulty in looking for the ways to improve the quality of tourism objects in Nganjuk, as well as the facilities of those tourism objects. the solution that the writer had to do was agreed to participate in the survey conducted by the Department of Culture and Tourism, Nganjuk for the purpose of gaining knowledge and answers in how to improve the quality of the tourism objects. The target(s) of the survey were the staffs of the tourism objects, the visitors, and local residences who live near the areas. Moreover, the writer was also having difficulty in writing permission letters because the knowledge regarding correspondence that he got from college would not be fit if it was applied to the process of making permission letters at the Department of Culture and Tourism, Nganjuk. The solution that the writer had to do was by asking the more senior and experienced staffs of the department regarding how to make better and more appropriate formal permission letters.

All the obstacles occurred during the internship did not make the writer desperate and hopeless, but instead, the obstacles made the writer more passionate and excited in continuing the internship as a staff of the Department of Culture and Tourism, Nganjuk. The writer did not only encounter some obstacles during his internship, but also found some added values that are going to be useful for him in the present and in the future.

3.3 Added Values

The writer did his internship for the duration of a month at the Department of Culture and Tourism, Nganjuk as required by D-III English Language Program in order to graduate. Other than a requirement to graduate, the writer chose to do his internship at the institution in order to gain new experiences and knowledges that he has not got before in college. The writer felt that the internship is a good way and crucial to experience what it will be like to work in a real work environment before the writer graduates from Universitas Airlangga and later continues to step into a practical work environment in the future. According to Matthews (2018), internships allow students to gain experience working in an organisation while studying at university. Matthews (2018) also said that there benefits or values that can be obtained by completing an internship in general. Firstly, the internship will allow the doer to broaden his/her contacts and networks. It has been said many times: 'it's not about what you know; it's about who you know'. While it is vital to know how to perform the required tasks for a particular job, having a good set of industry contacts can be just as vital in helping to find and secure a job after the doer graduate.

Secondly, the doer of the internship can convert his academic skills into the company or institution where he/she does the internship at. This is fitted to the value that the writer got during the internship at the Department of Culture and Tourism, Nganjuk. The writer is often given specific individual tasks and responsibilities, as well as being

designated roles within a team working on a project. Besides that, the writer thinks that university can be quite theoretical and an internship is the first opportunity to apply the knowledge that are obtained to the real world. Lastly, the writer was able to gain an unforgettable life experience regarding how to work in a real working environment. Especially in the Department of Culture and Tourism, Nganjuk where the writer was given the chance to participate in the activities related to tourism. The internship allows the writer to explore all the possibilities and come away with an experience that he will never forget.

3.4 Related Courses

3.4.1. Hotel and Tourism

The course has given the writer the basic knowledge about working in the hotel and tourism sector which can help him adapt to the new environment. Besides that, the knowledge regarding tourism can be applied for the internship that the writer attended at the Department of Culture and Tourism of Nganjuk. Without the preparation that the writer got from the hotel and tourism course, he would not be able to do the internship finely because the writer did not have any experience in working at a tourism related institution, especially a government institution like the Department of Culture and Tourism of Nganjuk before.

3.4.2. Business Correspondence

The output of this course has given the writer the basic knowledge in the field of correspondence, even though the kind of correspondence that the writer does in the institution is not similar to the one that the writer received in college. The writer at least was able to apply the knowledge from Business Correspondence to the internship as a staff of the Department of Culture and Tourism of Nganjuk.

3.4.3. Writing

The output of this course is to help the writer in creating the right kind of writing, especially writing letters for the institution. During the internship, the writer was able to apply his skills of writing because of the knowledge that he got from writing course from college. The course has provided him with the technic in how to appropriately create a writing in general and eventually made the writer able to do well during the internship.

3.4.4. Computer Application

The output of this is the students possess the ability to do tasks related to computer software. During the Computer Application course, the writer was given the

material about how to operate many Microsoft Offices software, especially Microsoft Word, which later was proven useful in helping the writer to do his responsibility as a staff of the Department of Culture and Tourism of Nganjuk.

3.4.5. English for Media and Advertising

The course has given the writer the basic knowledge regarding how to create or make the appropriate advertisements. The knowledge is useful to be applied in the internship because one of the job at the internship was to create promotional mediums or advertisement, which require the basic knowledge regarding media and advertising.