

CHAPTER I

INTRODUCTION

Tourism is a journey undertaken by a person who related to recreation, traveling in the outside place for leisure, business and other purpose. Tourism is one of the economic sources in various part of the world and these days it continues to increase. Based on reports of WTO (World Orgnization Tourism) “ The tourism industry world in 2013 rose by 5% the number of visit reached 1.087 bilion travelers, compared to the year 2012 amounting to 1.035 bilion travelers”, Said the chairman, DR. Nirwandar. According to him, in 2014 the Asia Pacific Region grew 6%, 5% followed by Europe and Shoutheast Asia led growth at a rate of 10%, with a contribution of Indonesia which increased 8% over the last five years. (Nirwandar, 2014). It shows that Indonesia has increased in the sector tourism industry.

Indonesia has many beautiful natural resources which potentially support the tourism of Indonesia. Indonesia is also the largest nation island and Indonesia is the fourth biggest population in the world (Letak Geografis Indonesia, 2012). Natural resources and culture are important elements to build the tourism in Indonesia, for instance Indonesia has some beautiful beaches in Bali, dive sites at national park in Bunaken, Mt. Rinjani in Lombok, Borobudur temple in Yogyakarta, and many more. According to Ministry of Tourism and Creative Economy “Culture, nature, and historical tourism are kind of tourism which are choosen by most of tourist” (Ministry of Tourism and Creative Economy, 2014). Because Indonesia has a culture variety that are not owned by other country.

Beautiful sceneries of Indonesia make the local and the foreign tourists are interested in visiting tourism objects as their holiday destination. Beaches, mountain, temple and also historical building are some of many tourism objects in Indonesia which are visited by foreigners. Those tourism objects have its own beauty to attract the tourists either from local or foreigner. In addition, the cultures, such as traditional dances, ceremonies, food, clothes are also well-introduced by some region in Indonesia. For example, Bali has Kecak Dance, Ngaben Ceremony, Ayam Betutu and Agung Clothing. Yogyakarta has Serimpi Dance, Grebeg Ceremony, Gudeg, and Kebaya.

Many foreigners who come to Indonesia for having their vacation, also learn about culture. One of the famous destination is Bali. Everyone knows Bali. Compared with Indonesia, Bali is more popular among foreign tourists than Indonesia itself. The beauty of Bali with its natural resources and cultures becomes the main reason of many foreigner want to visit Bali. Actually, it is not Bali, but also Central Java that can be the magnet of foreigner to visit and learn about cultures in Indonesia. Such as, Yogyakarta has a Keraton Ngayogyakarta Hadiningrat. There are many cultural tourism in Yogyakarta that can attract foreign and local tourists. Thus, Yogyakarta is now becoming popular as Bali.

Beside Central Java, East Java is also one of tourist destinations in Indonesia which has a lot of potential of as other regions. East Java has a variety of tourism objects, such as natural tourism and culture tourism. The beautiful scenery and variety culture of East Java always makes both local and foreign tourists interested to visit East Java for their vacation.

In order to manage all the potential resources for tourism in Indonesia. The government has an institution, known as Department of Culture and Tourism.

According to the Department of culture and tourism of Republic Indonesia website, Department of Culture and Tourism is department within the Government of Indonesia that undertakes the task of helping the President in performing government's affairs in the field of culture and tourism. As one of elements of the government, the department is led by the Minister who is responsible to the President.

Department of Culture and Tourism of Indonesia has a duty to help president in implementing the government affairs and provide information about the culture and tourism in each region. Department of Culture and Tourism of Indonesia has many functions to implement for government affairs such as : Carrying out government affairs in each region, public service, formulation national policy and technical policy in culture and tourism field, etc. Every region in Indonesia there are Department of Culture and Tourism. One of them is East Java Department of Culture and Tourism.

In East Java, Department of Culture and Tourism is located on Jl Wisata Menanggal, Surabaya. This Department manages all the affairs of tourism and culture and provide information to the public in East Java and 2 units institution. That are Mpu Tantular and East Java Art Center. Mpu Tantular and East Java Art Center became favourite tourist destination for foreign or local tourist.

East Java Art Center became interesting places, because foreign or local tourist not only learn about culture in East Java but also can watch the art show performance every weekend. East Java Art Center is exhibition place of art culture known as Cak Durasim. Cak Durasim is located at Jl Genteng Kali 85, Surabaya. Cak Durasim was built in 1978 who was inaugurated by the Minister of Education and Culture Republic Indonesia Dr. Daoed Joesoef. East Java Art Center is *Unit Pelaksana Teknis (UPT)* field of culture which is directly responsible to the director of culture in Jakarta. Art

Center duties are to increase and to develop the arts, to organize art exhibition documenting, and to provide information about art and culture. Cak Durasim usually is a place of cultural arts activities and art practice of various arts such as theater, dance, music, drawing, puppetry, art exhibition, etc. Every week Cak Durasim holds an event called “*Gelar Seni Budaya*”. In *Gelar Seni Budaya* the visitor can enjoy some cultural performances of East Java such as Ludruk, Wayang, Traditional Dance, Traditional Music, Ketoprak, etc.

The visitors who visit Cak Durasim are not only from local tourist but also foreign tourist. Therefore, the writer chose Cak Durasim to do internship because there are many visitors who comes to get the information and learn about Indonesian’s culture. It means that Cak Durasim needs persons who have skill in english, good communication and knowledge about tourism culture in East Java. Therefore, the writer did her internship as an administrative staff. The writer is very interested in conducting an internship at Cak Durasim because the writer can apply all the knowledge that she gets as an English Department student of Universitas Airlangga. The writer hopes to develop her skills and apply it to society so that they will appreciate tourism aspects in Surabaya and also in Indonesia.

The writer also wants to help the administration staff of Cak Durasim and Surabaya Government to introduce the culture of East Java to the visitors. The writer gets a lot of new valuable experience during an internship in the Cak Durasim as an administration staff. Then, she can practice and improve her skill in English such as communication and interaction with foreign tourist or local visitors. After that, the writer wants to know about real job performance in a company. Beside that, the writer wants to build a good cooperation with the company to improve her future.

In the next chapters, the writer would like to explain more details about her experiences during the internship as a administration staff at Cak Durasim in chapter II and III. In the second chapter, the writer describe the company profile of Cak Durasim. In the third chapter, the writer discusses about job analysis as an administration staff. Then at the end of the fourth chapter is conclusions.

