

CHAPTER I

INTRODUCTION

According to Wikipedia's website, tourism is travel for recreation, leisure, religious, family or business purposes, usually for a limited duration. In Indonesia everything about tourism is handled by the Government Culture and Tourism Department. The institution has many branches in every region in Indonesia including East Java.

East Java Government Culture and Tourism Services is located in Surabaya. It has important roles to take care of everything concerning with tourism. The important roles are increasing tourist attraction, increasing regional government budget, maintaining and developing the quality of all cultural and tourism. Based on disbudpar Jatim's website, the tourism service in every city has many functions such as: to create technical policy in culture and tourism sectors, to hold Government and public service's activities, to find and execute the other assignment given by Government.

The writer chose East Java as a province that would be explained because she did a job training in East Java Government Culture and Tourism Service. The writer thought that it would be nice if she knew more about everything related to East Java, such as got to know interesting place, traditional food, and events that held throughout the city in East Java.

Indonesia has 34 provinces. Province is the most common administrative in Indonesia. East Java is one of provinces in Indonesia that has many tourist attractions, such as religious tourism, education tourism and nature tourism. Not only that, East Java also has various culture that can be shown to the tourist, such as traditional dances like tengul, jaran kencak and boran dance. Tengul is a traditional dance from Bojonegoro.

Jaran kencak is a traditional dance from Lumajang. Boran is a traditional dance from Lamongan.

There are also various Ceremonies. Furthermore, each city in East Java has special food, such as rujak cingur, tahu kuning, and pecel. Rujak cingur is special food from Surabaya. Tahu kuning is special food from Kediri. Pecel is special food from Madiun. Tourist like to see culture from other countries. East Java is one of the regions in Indonesia that has many culture. So, East Java Government Culture and Tourism Department has a task that is to introduce East Java's culture to the tourists that visit East Java.

The writer chose East Java Government Culture and Tourism Service for the internship because she thought that she could improve her English skill in there. East Java Government Culture and Tourism Service handled about tourism and everything that related to tourism in East Java, such as got to know about events in East Java and been able to socialize with people.

In this final report, the writer reported her internship in East Java Government Culture and Tourism Service. In this position, the writer had responsibilities to promote all tourism objects in East Java through the brochures and guide books. The writer also translated the brochures and helped the staff in packaging of brochures. The brochures that the writer had packaged were sent to the Government culture and tourism service in every city in East Java.

The following chapters will discuss about the company profile of the East Java Government Culture and Tourism Service and also about the writer's responsibilities as marketing staff in tourism marketing and development program.