

CHAPTER I

INTRODUCTION

In Indonesia there are many cultures and also interesting places to be visited. Those places have historical and beautiful panorama. In every place in this country there are many different cultures and historical background. So, every place in Indonesia has tourism and culture department which is responsible to preserve historical and cultural places in their area. Therefore, government build the institution to tourism. The name of the institute is tourism and cultural department.

The tourism in each province and city in Indonesia is controlled by tourism and cultural departments. All information about tourism and culture can be found in this department such as map, hotels, transportation access, interesting places and culinary. The tourists who come to Indonesia usually ask about hotel and interesting places for the main destination.

One of the regions in Indonesia which has tourism and cultural department is East Java Province. East Java province is located in the east side of Java Island. According to Tourism and Culture Department website, East Java is about 37,5 million people. People in East Java mostly speak Javanese. In East Java there are many beautiful places such as mountains and beaches. Those places are usually visited by local and tourists and also foreigner from others country like mount Bromo at Probolinggo and Papuma beach at Jember.

East Java Government Culture and Tourism Service is located on Jl. Wisata Menanggal, Surabaya. You can find every information about East Java there. Every year

East Java Government Culture and Tourism Service always make calendar of events that contains many things such as traditional ceremony, festival, culture activities, etc. East Java Government Culture and Tourism Service also makes an event like King and Queen of East Java that called Raka and Raki.

The writer had many experiences in East Java Government Culture and Tourism Service as a marketing staff. The writer also learned about Marketing Department such as technique to make a good brochures and manual guide book. Even though marketing staff is not the main job in Tourism and Cultural Department but also help other staff to do the job that connect to marketing of tourism.

Internship can improve and build up the writer's communication ability and skill. Internship also give good experiences for the writer about how to speak in front of public. The detail information about internship will be discussed in the next chapters.

