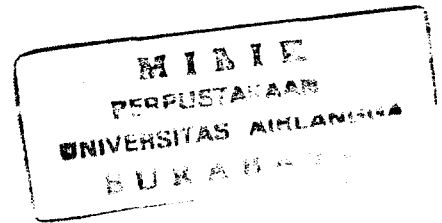


CHAPTER I

INTRODUCTION



As the biggest archipelago country, Indonesia has the potential in tourism sector to increase the country revenue. Indonesia has a lot of beautiful tourism places, such as beaches, palaces, museums, mountains, and lakes. The beautiful scenery of Indonesia makes both local and foreign visitors visit the tourism objects as their destination for holiday. Every place in Indonesia offers a variety of beauty in its place which is interesting for the tourists. Beside tourism objects, every province also introduces about their cultures, such as traditional dance, ceremony, and food. For example, Bali has Kecak Dance, Ngaben Ceremony, and Ayam Betutu. Central Java has Serimpi Dance, Sekaten Ceremony, and Gudeg. Besides, Indonesia is also famous with its historical buildings.

Many local and foreign visitors visit every province in Indonesia for their holiday. They visit Indonesia not only to have vacation but also to learn about Indonesian's culture. One of the most popular provinces in Indonesia is Bali. Every foreign tourist knows Bali. Bali is more popular than Indonesia itself. The beautiful scenery of Bali makes many local and foreign visitors interested to visit Bali. But in this era, not only Bali, but also Java Island can attract the tourists who are interested in heritage culture. For example, Central Java has Surakarta Palace as the heritage culture. There are a lot of old and historical tourism spots available to interest a lot of visitors to witness and experience the Javanese Culture. Thus, Central Java nowadays becomes as popular as Bali.

Besides Central Java, East Java also has many wonderful tourism objects, such as mountains, beaches, and temple. The beautiful scenery of East Java always makes both local and foreign tourists interested to visit East Java for their vacation.

One of the popular cities in East Java is Surabaya. Surabaya as the Capital city of East Java is the second biggest city after Jakarta. Surabaya has a lot of potential tourism objects that will make tourists interested to visit.

Surabaya is well-known as the City of Heroes. A lot of people died in Surabaya because of the war between Surabaya citizens, which were called “arek-arek Suroboyo” and The Dutch Army. There are a lot of places in Surabaya which were built to remark the war, such as Heroic Monument, Jalsveva Jayamahe Monument, and Jembatan Merah.

Surabaya is also known as historic city, because Surabaya has many historical buildings since Japanese and Dutch colonialism, such as Majapahit Hotel, Grahadi, Balai Pemuda, and also de Javasche Bank Museum. There are not many visitors knew about some of those buildings. One of those buildings was de Javasche Bank Museum. This building formerly was a branch of de Javasche Bank which was a Dutch bank during the colonization. Recently Surabaya Government had introduced this building as one of the heritage buildings in Surabaya.

De Javasche Bank Museum is a place where visitors can get information about the history of Indonesian Central Bank, whose name has been changed to

Bank of Indonesia. De Javasche Bank Museum is located at Jalan Garuda no. 1 Surabaya.

Because the museum was a new place, the writer decided to do her internship program there. She chose the position of tour guide at De Javasche Bank Museum. The position of tour guide is very important there, because the main duty is to give information about the museum and guide the visitors, both domestic and foreigners, so that they will know not the history of the development in the economic sectors. The writer is interested in taking this position because she wanted to share her skills of speaking and tour-guiding the visitors, also she wants to learn more about guiding and tourism. 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 Management of de Javasche Bank Museum and Surabaya Government to introduce the museum to the visitors. The writer gets a lot of new valuable experience during an internship in the office and in the museum. During the internship program, the writer was standing by to keep all of the museum collections and giving the information about museum collections and the history of the building to the visitors.

In the next chapters, the writer would like to describe the company profile, job analysis, and conclusion. The company profile chapter contains the company history, organization chart, job and responsibilities, vision and missions, location, and visitors. In the job analysis chapter, the writer describes about job descriptions, job performance, and supporting subjects.