

A FINAL REPORT

**THE ROLE OF ENGLISH LANGUAGE FOR MARKETING
STRATEGY AND PROMOTION OF TOURISM OBJECTS IN
DINAS PARIWISATA DAN KEBUDAYAAN KABUPATEN
KEDIRI**

**Presented in partial fulfillment of the requirement for the Diploma Degree
in English Language**



By

Muchammad Rafli Zainuri

151611813037

Major: Business Communication

ENGLISH DIPLOMA PROGRAM

FACULTY OF VOCATIONAL STUDIES

UNIVERSITAS AIRLANGGA

2019

A FINAL REPORT

**THE ROLE OF ENGLISH LANGUAGE FOR MARKETING
STRATEGY AND PROMOTION OF TOURISM OBJECTS IN
DINAS PARIWISATA DAN KEBUDAYAAN KABUPATEN
KEDIRI**

**Presented in partial fulfillment of the requirement for the Diploma Degree
in English Language**



By

Muchammad Rafli Zainuri

151611813037

Major: Business Communication

**ENGLISH DIPLOMA PROGRAM
FACULTY OF VOCATIONAL STUDIES
UNIVERSITAS AIRLANGGA**

2019

**THE ROLE OF ENGLISH LANGUAGE FOR MARKETING STRATEGY
AND PROMOTION OF TOURISM OBJECTS IN DINAS PARIWISATA
DAN KEBUDAYAAN KABUPATEN KEDIRI**

By

Muchammad Rafli Zainuri

Student Number: 151611813037

Approved to be examined.

Surabaya, 25 November 2019

Final Report Advisor



Drs. Christinawati, M. Hum

NIP. 195712251985032002

Coordinator of Study Program



Rina Saraswati, S.S., M.Hum.

NIP. 197805182007012002

**ENGLISH DIPLOMA PROGRAM
FACULTY OF VOCATIONAL EDUCATION**

2019

This to certify the Final Report of

Muchammad Rafli Zainuri

Has met the Final Report requirements Faculty of Vocational Education

Universitas Airlangga

Surabaya, 17 December 2019

Board of Examiners

Examiner I



Rina Saraswati, S.S., M.Hum.

NIP. 197805182007012002

Examiner II



Drs. Christinawati, M. Hum

NIP. 195712251985032002

Kepala Bidang Pemasaran Dinas Pariwisata dan Kebudayaan Kab. Kediri



Lilik Sugiharti, SH, MH.

STATEMENT OF ORIGINALITY

I, Muchammad Rafli Zainuri (151611813037), honestly declare that the final report I wrote does not contain the works or parts of the works of other people, except that those cited in the quotation and the references, as a scientific paper should.

Surabaya, 15 November 2019



Muchammad Rafli Zainuri

151611813037

TABLE OF CONTENTS

ADVISOR’S APPROVAL PAGE.....	ii
EXAMINER’S APPROVAL PAGE	iii
STATEMENT OF ORIGINALITY	iv
TABLE OF CONTENTS	v
ACKNOWLEDGEMENTS	x
CHAPTER I	1
INTRODUCTION	1
1.1 Background of the Report	1
1.2 Statement of the Problems.....	5
1.3 Purpose of the report	5
1.4 Significance of the Report.....	5
1.5 Review of Literature.....	7
1.6 Methods of the Report	10
1.7 Framework of the Report	12
CHAPTER II.....	13
COMPANY PROFILE	13
2.1 Company Description.....	13

2.2	Vision and Mission.....	14
2.3	Facilities	14
2.4	Job Description and Responsibilities	15
2.5	Location.....	18
CHAPTER III		19
DISCUSSION		19
3.1	Description	19
3.2	Obstacles	39
3.3	Added values	41
3.4	Related to the Course	42
CHAPTER IV		45
CONCLUSION AND SUGGESTION		45
4.1	Conclusion.....	45
4.2	Suggestion	46
REFERENCES.....		48
APPENDIXES		50
APPENDIXES 1: INTERNSHIP ACCEPTANCE LETTER.....		50
APPENDIXES 2: CERTIFICATE.....		51
APPENDIXES 3: ASSESMENT FORM		52
APPENDIXES 4: OBSERVATION TRANSCRIPT		53

APPENDIXES 5: INTERVIEW TRANSCRIPPT	55
APPENDIXES 6: PICTURE OF FESTIVAL	58
APPENDIXES 7: PICTURE OF CALENDAR.....	62
BIOGRAPHICAL SKETCH	72
Picture 1 Organization chart.....	15
Picture 2 The writer with other participants from other region who follow the Diplomatic Outreach 4 th – 5 th March 2019 at Pendopo Agung, Blitar.....	24
Picture 3 The writer with other participants on Kelud Trail Adventure 31 st March 2019 at Kelud Mountain.....	30
Picture 4 before used English language for the caption.....	35
Picture 5 Used English Caption	36
Picture 6 the data of international tourist comes to Kelud Mountain	37
Picture 7 Using English caption for Simpang Lima Gumul Tourism Objects.....	38
Picture 8 data of International Tourist comes to Simpang Lima Gumul	39
Picture 9 INTERNSHIP ACCEPTANCE LETTER.....	50
Picture 10 CERTIFICATE.....	51
Picture 11 ASSESMENT FORM.....	52
Picture 12 Hari Jadi Kabupaten Kediri 25 th March 2019 at Simpang Lima Gumul	58
Picture 13 Kelud Trail Adventure 31 st March 2019 at Kelud Mountain.....	58
Picture 14 Gelar Seni Budaya 30 th March 2019 at Cak Dur asim, Surabaya.....	59

Picture 15 Majapahit International Travel Fair 2 nd – 5 th May 2019 at Grand City, Surabaya.....	59
Picture 16 Win the best most suites theme in Majapahit International Travel Fair 2 nd – 5 th May 2019 at Grand City, Surabaya	60
Picture 17 The writer has assignment for working in Tourism Information Centre	60
Picture 18 Majapahit International Travel Fair 3 rd May 2019 in Kelud Mountain	61
Picture 19 Pekan Budaya dan Pariwisata 7 th – 13rd July 2019 in Simpang Lima Gumul.....	61
Picture 20 CALENDAR.....	71

**I Dedicate This Final Report to My Beloved Parents and the People who
loves and cares with me.**

ACKNOWLEDGEMENTS

First of all, the writer would like to say the deepest thanks to Allah SWT because of the blessings and guidance that he gave during the writer writing this final report, so the writer can complete this final report well. The writer would also like to say thank you for all the help and support from various parties.

In this section, the writer would like to express thanks to the people who are behind making this final report, those are:

1. Mrs. Rina Saraswati, S.S., M. Hum. as the Head of English Diploma Program at Universitas Airlangga.
2. Drs. Christinawati, M. Si., Hum, as the final report advisor. Thank you for all time and knowledge throughout the final report.
3. The writer's mother, and all family. Thank you for all support that you have given to the writer.
4. The writer's best partner, Iqbal Maulana and Diky Budianto, thank you for all your supports during the writer writing his final report.
5. All lecturers of English Diploma for their knowledge, patience and experience during the writer's study.
6. Nikita Athari Lanes for all information sources during the writer's study.
7. Mrs. Lilik Sugiharti SH, MH, as head of Marketing Division, thank you for the opportunity so that I can do the internship program at Dinas Pariwisata dan Kebudayaan Kabupaten Kediri.
8. Mr. Eko Eko Dheny Kurniawan S.s, as the staff of tourism promotion and

Mr. Ahmad Saiful Huda S.E, Mr. Rahendra Arif Darmawan S.Kom, Mrs. Evanindya Hennytasari and Mrs. Yohanna Meilasari Ela S.ST.Par as a team thanks for all your time, your guidance during the writer's internship.

9. Moch. Vaisal Akbar, M Fadhli Muttaqin, Phamelia Febian, M Abu Rijal Fahmi, Ryan Julio and Ilham Rislansyah as the writer's partner when he was doing the final report.
10. The writer's best friends, Rafiqatul Hikmah, Azzam F Firdaus, Moch Viqqi Wisnu W, Fauziah As Sadiyah, Much Aziz Azhari, Sangga Kusuma Rizky Fadilla Iasha, Fulaicatul Faizah, Pandu Dilyan, Ach. Mufid Ubaidi, Ristananda Nova, Bima Yoga, Esty Retno, Aisyah Febi, Ana nur, Fitry Handayani, Debby Maya Sari, Indah Kurniawati, Vidya Fortuna, and Rezza Wasezza thanks for all supports.
11. All friends in Senior High School who have accompanied me when I did it in Coffe shop.

May Allah SWT always give blessings to those people that I have mentioned. The writer feels that this final report is far from perfect because the author is a person who has many limitations. Therefore, the writer hopes that this final report will be beneficial for all readers.

The writer

Muchammad Rafli Zainuri

CHAPTER I

INTRODUCTION

1.1 Background of the Report

In this era, every person can get a lot of advertisements. An advertisement is open for everyone from several ways such as television, internet, newspaper, magazine, leaflet and social media. They all are included as a mass media. Mulyana (2016:2) stated that Mass Media is a tool which functions are for communication and information that can be accessed by everyone. Mass media has a big impact for promotion, especially about tourism objects because there is information about the tourism objects that they can show to the readers. Nowadays, mass media is becoming number one for the first trusted information and every person can get updated wherever and whenever they want to.

By 2019, travelling became the first thing that people must do, and everyone loves travelling. Because travelling can make people happier and it can reduce stresses from work, homework, or any assignment. Before people decide where to go, they will use their cellphone or laptop to find references. People should prepare very well because they can make sure when they are going to travel in order to meet their expectation. So, they can enjoy their trips.

In Indonesia, there are a lot of tourism objects for travelling, such as: Beach, mountain, waterfall, etc. It depends on the individual, for example: if we go to the mountain, we can enjoy fresh air in the mountain. Especially in Kediri, there is a

famous mountain in the region. The name of the mountain is Kelud. Komarudin (2018) wrote that there are six locations as tourism objects which are famous in Kediri:

1) *Gunung Kelud* (Kelud Mountain)

Kelud Mountain is located in Wates sub district, the border between Kediri, Blitar, and Malang regions. It can be taken by a motorcycle or a car. The distance from the city center of Kediri is 27km and it takes around 45 minutes.

2) *Simpang Lima Gumul*

Simpang Lima Gumul is one of the famous tourism objects after Kelud Mountain. Besides tourism objects, *Simpang Lima Gumul* is an icon of Kediri. This building looks like *Arc de Triomphe* in Paris, France. This building is located in Ngasem sub district, Kediri.

3) *Candi Surawana* (Surawana Temple)

Kediri also has a historical building. The name of the building is *Candi Surawana*. It is Located in Pare sub district, Kediri. *Candi Surawana* was built to honor the Wengker kingdom and the size is 8x8 meters

4) *Candi Tegowangi* (Tegowangi temple)

Besides *Candi Surawana*, there is *Candi Tegowangi*. It is located in Plemahan sub district, Kediri. It has a square shape with the size 11,2 x 11,2 meter and the tall is 4,35 meters.

5) Gumul Paradise Island (GPI)

Gumul Paradise Island is a big swimming pool in Kediri and located so close to *Simpang Lima* Gumul. The swimming pool has a facility that can be used by the visitors, such as: speed slides, body slides, etc.

6) *Gereja Puh Sarang* (Puh Sarang Church)

Gereja Puh Sarang is a religious tourism object. This is a Church which attracts the visitors, especially non-Muslim and it is located near the city center of Kediri.

Kediri has a lot of tasty food that is very popular. It is called “*Pecel Tumpang*”. It is made of vegetables with peanut sauce and served with *Tempe* or *Tofu*. It is usually served while it is still warm but it depends on the people’s preference. If they do not like *Tempe* or *Tofu* it can be changed with chicken or an egg. This food can be found in all areas around Kediri, but this food is special because at night there are several sellers of “*Pecel Tumpang*” in Dhoho street and closed in the early morning. About the price, it is inexpensive. With only six thousands rupiah, we can get the food and a glass of tea for drink. Besides “*Pecel Tumpang*” Kediri also has a unique food. “*Pecel Punten Mbenjing Mriki Malih Nggih*” is the name of the unique food in Kediri. This food became unique because after the customers finished their food and left the restaurant, the seller said “*Matur nuwun, mbenjing mriki malih nggih*”. The taste is very good and the price is quite reasonable. Both of them are recommended culinary for the tourists which are coming to the Kediri.

Dinas Pariwisata dan kebudayaan Kabupaten Kediri (Kediri Regency Tourism and Culture Service) is one of the government instances that had a mission to manage all of the tourism objects in Kediri Regency and preserve their culture from Kediri. Marketing Division is one of the divisions which has a mission to cover all of the tourism objects in Kediri Regency. This division has two sub-divisions. Those are Tourism Promotion and Tourism Information Service. Tourism Promotion has a main job to promote all of tourism objects in Kediri. This division has marketing strategies to promote the tourism in Kediri Regency

Tourism Promotion needs media to promote tourism objects. In this era, the media became the most important thing for seller to promote. Although media is the important thing, media should have innovation. According to Everret (2003:12) in Mirnasari (2013), innovation is an idea, practice, or objects that perceived. It means, innovation is a new idea and then practice the new idea in daily (71-84). For examples: This instance uses a stand or booths in a festival or other events. There are several events which have been followed such as: Diplomatic Outreach in Blitar Regency, *Hari Jadi Kabupaten Kediri 1215*, *Jelajah alas kandang macan*, *Dhahar Durian Medowo*, Kelud trail Adventure, *Upacara Melasti* and *Gelar Seni Budaya in Taman Budaya Cak Dur Asim*. Those events in this instance use the media to promote their tourism objects such as: Keychain, Calendar, leaflet, and handbooks. Although this instance used a lot of media to promote tourism objects, there should be some innovations for those media of promotion. When those media are in *Bahasa Indonesia* it could be

transferred into English or Bilingual. Because, the brochures, leaflets, and handbooks must be appealing either to the local or international tourists, not only in its visual design and contents but also through its presentation in flawless English. The language needs to be effective in terms of the context of tourism. So, this way becomes one of the strategies for tourism promotion in Kediri. In this case, the writer was interested in observing the role of English language for marketing strategies and media promotion of tourism objects in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

1.2 Statement of the Problems

- 1.2.1 What marketing strategies are used by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* to promote tourism objects?
- 1.2.2 How is the role of English language for tourism marketing and promotion in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*?

1.3 Purpose of the report

- 1.3.1 To find out marketing strategies used by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* to promote the tourism objects.
- 1.3.2 To analyze the role of English language to increase the quality of tourism marketing and promotion in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

1.4 Significance of the Report

- 1.4.1 For Writer

- He could get knowledge about good marketing strategies of tourism promotion.
- He could implement all of the knowledge during his internship in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

1.4.2 For *Alma-mater*

- Could implement the speaking skills during the study in English Diploma.
- Could get any knowledge about how to make a good promotion when promoting the tourism objects.

1.4.3 For Company or Institution

- Building a good connection between *Universitas Airlangga* vocational faculty with *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.
- Improving the quality of *Universitas Airlangga* vocational faculty students.
- Increasing the marketing strategies and promotion in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.
- Exploring and applying ability from *Universitas Airlangga* vocational faculty students in media and advertising field.

1.4.4 For other interns

- Informing the other interns about how to make good promotion when promote tourism objects.

1.5 Review of Literature

1.5.1 Marketing Promotion

a) According to Supriyanto (2018:6) promotion is one of activities of giving information containing the products or services from the companies to the consumer, so it can increase the income.

b) According to Shimp (2002:7) in Supriyanto (2018:8) promotion has four functions such as:

1) Informing

Giving information to consumers about the new products including the characteristics of their products and where the products were made.

2) Persuading

Persuading is one of the functions of promotion about how to invite the consumers to try the new product and services offered.

3) Reminding

Reminding the consumers about the products that they wants.

4) Adding Value

Adding value is innovation for the products to attract the consumers.

These function are used to give information to the consumers or visitors

c) According to Supriyanto (2018:11) there are three media of promotion.

1) Above the Line (ATL)

- Electronic Media (Television, Radio and Bioskop)

- Print of Media (Newspaper, Brochure, Leaflet)
 - 2) Below the line (BTL)
- Direct mail
- Festival
- Calendar
- Key chain
- 3) Through The Line (TTL)
 - Webpage
 - Social Media
 - Banner

These functions are used to promote their products to increase their income. Nowadays, used media are the good strategy for increase their income.

1.5.2 Marketing Strategy

According to Widya Pangestika (2018) marketing strategy is a method to increase the number of customers. So, the sellers will do everything to get attention from the customers. And there are four marketing strategies which need to be used:

1) Direct Selling

Direct selling is one of marketing strategies where the seller sells the product directly to consumers.

2) Earned Media

Different from direct selling, this strategy is not direct. The important thing the seller must do this strategy to build relationship and trust with the consumers via social media.

3) Point of Purchase

Point of purchase is a marketing strategy by placing marketing material or advertisement near the product being promoted. It means, this strategy is recommended for the seller to the reseller.

4) Internet Marketing

Internet Marketing is a marketing strategy that is quite well known and carried out by many business people at this time. Because, this strategy is quite easy to promote the product. In addition, there are many social media choices such as: Instagram, Facebook, WhatsApp, and Website. This strategy is very important for seller to increase their consumers or visitors and income.

1.5.3 The Role of English Language in Tourism Sector

- a) According to Al-Saadi (2015:44) in Rahman (2016:43) communication is a process by which meaning is assigned to a conversation in an attempt to create a shared understanding. A good communication plays an important role in creating impression in the minds of the tourists through its non-verbal aspects i.e. sights and sounds as well as the verbal aspect of communication i.e. language which is the most natural link among people.

A language plays an important role in tourism because of its:

- a. Ability to increase customers' satisfaction;

- b. Ability to enhance and maintain language competency of tourism people;
 - c. Ability to motivate international tourists;
 - d. Ability in better understanding of demand;
 - e. Ability in understanding culture; and
 - f. Ability to create effective internal and external communication.
- b) According to Al-Saadi (2015) in Rahman (2016:43) English is considered the lingua-franca of the twenty-first century. It is the fourth spoken native language in the world and is the most widely spoken official language. It is the primary language used in international affairs, trade and commerce, tourism and so on.

1.6 Methods of the Report

1.6.1 Location and Participant

The writer conducted a case study on marketing division at Tourism Promotion in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*. There were several events in those two months when the writer was doing the internship. The writer took only one participant as the sample. It was Mr. Isaac from Fiji when the writer followed the Diplomatic Outreach in Blitar Regency.

1.6.2 Data Collection

Data collection is the process of gathering and measuring information on targeted variables in an established system, which then enables one to answer relevant questions and evaluate outcomes. Data collections used in this report were observation and interview. The data were recapped by the writer to support

the analysis.

1.6.3 Observation

The writer used observation to innovate marketing strategy and promotion in this instance during internship. There are several events in February - March. During two months doing an internship the writer observed the things that could be the topic to what would be discussed in this final report. Note: the employees cannot speak in English and then they pointed at *Inu Kirana* as a translator. *Inu Kirana* is a tourism ambassador of Kediri district.

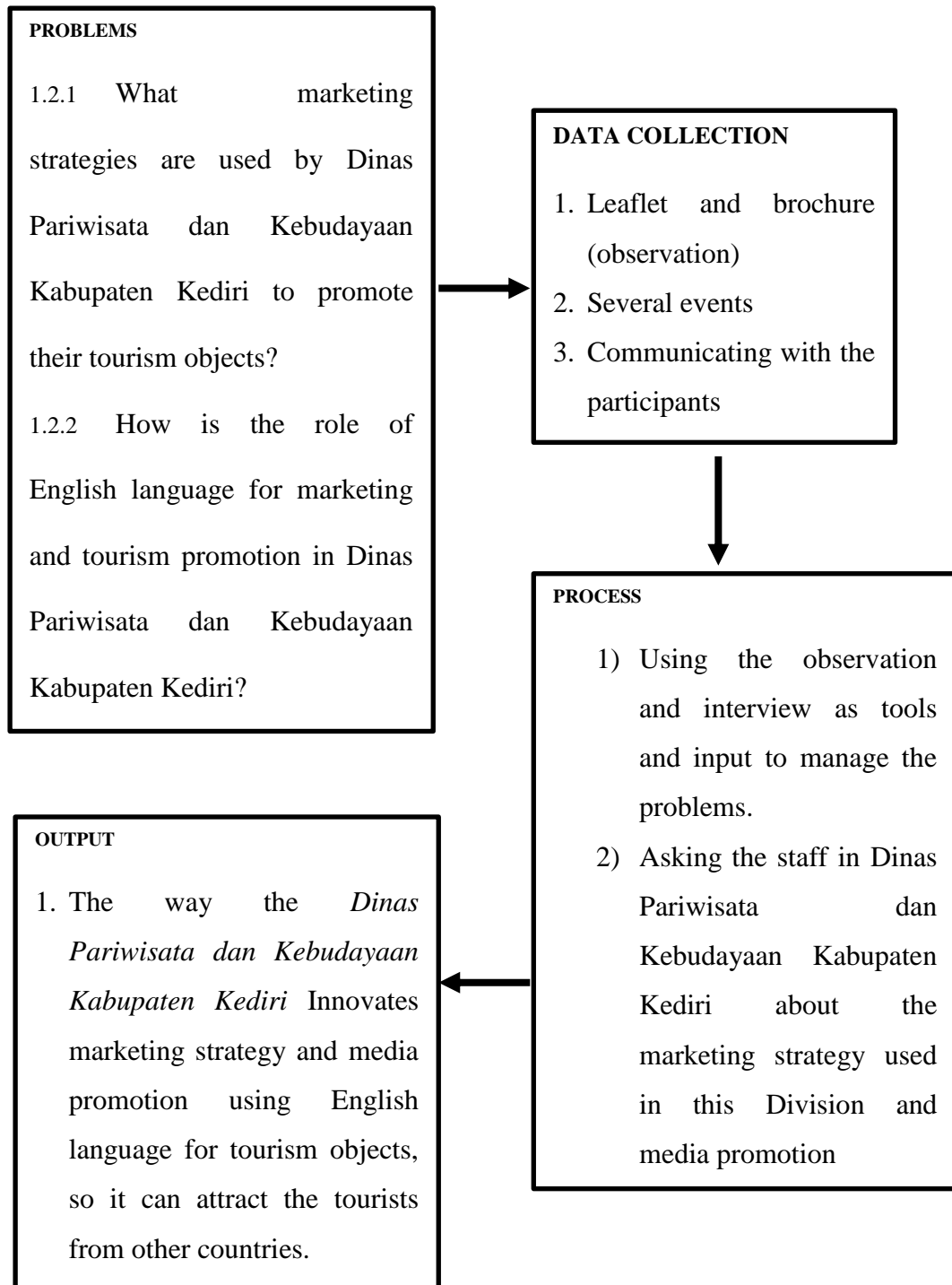
1.6.3.1 Semi structured Interview

During the internship in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*, the writer did interview with the staff of tourism promotion. When the writer followed an event Diplomatic Outreach he has a chance to communicate with Mr. Isaac, a participant from Fiji. The writer was writing the transcription of the interview in a piece of paper to save the conversation (see 3.1.1.a).

1.6.3.2 Data analysis

Data analysis is a process of inspecting, cleansing, transforming, and modeling data with the goal of discovering useful information, analyzing them and drawing conclusions. The importance of analyzing the data is to support the credible data for this final report. The writer analyzed the data with the help of the transcript data and some notes from observation that the writer made. After the data gathered by the writer, the writer started to determine what kind of problems that appeared when the writer did the internship in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

1.7 Framework of the Report



CHAPTER II

COMPANY PROFILE

2.1 Company Description

Dinas Pariwisata dan Kebudayaan Kabupaten Kediri (Kediri Tourism and Culture reGENCY) is one of the government instances who has mission to manage all tourism and culture in Kediri Regency. This instance is located at no 1 Jl. Airlangga Kediri and it is located in the city center. Actually there are two *Dinas Pariwisata* instances in Kediri. Those are *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* and *Dinas Kebudayaan, Pariwisata, Kepemudaan, dan Keolahragaan Kota Kediri*. *Dinas Kebudayaan, Pariwisata, Kepemudaan, dan Keolahragaan Kota Kediri* is located at no 33 Jl. KDP Slamet Kota Kediri. Both of them are different, because Kediri consisted into Kediri Regency and Kediri City. But, *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* is located near the City Center of Kediri and has responsible to manage all tourism and culture in Kediri regency areas. One of the most famous tourism objects in Kediri Regency is *Gunung Kelud*. *Dinas Kebudayaan, Pariwisata, Kepemudaan, dan Keolahragaan* is located far from the city center of Kediri and has responsible to manage all tourism, culture, and sports in Kediri city areas. One of the famous tourism objects in Kediri City is *Bukit Dhoho Indah*.

About *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*, the head of department has responsible to *Bupati* through the regional secretary. This system for this instance is hierarchical. There is a Head of Department in the high position

and there is a secretary who helps the Head of Department. This department consists of several divisions, such as: Marketing Division, Art Division, History and Antiquity Division, General and Human Resource Division, Finance Division, Development Division and Program Division.

From all divisions, Marketing Division consists of two sub-divisions, there are Tourism Promotion and Tourism Information Service. Art Division consists of two sub-divisions, there are Art Development and Art Entertainment. History and Antiquity division consists of two sub-divisions, there are History Development and Museum. Development Division consists of two sub-divisions, there are Tourism Objects and Tourism Services. About General and Human Resource division, Finance division, and Program division, each has one sub-division because there is a direct responsibility to the secretary.

2.2 Vision and Mission

2.2.1 Vision

As a professional public services in providing information and best services for customers.

2.2.2 Mission

Increasing the professionalism and quality of services to the public.

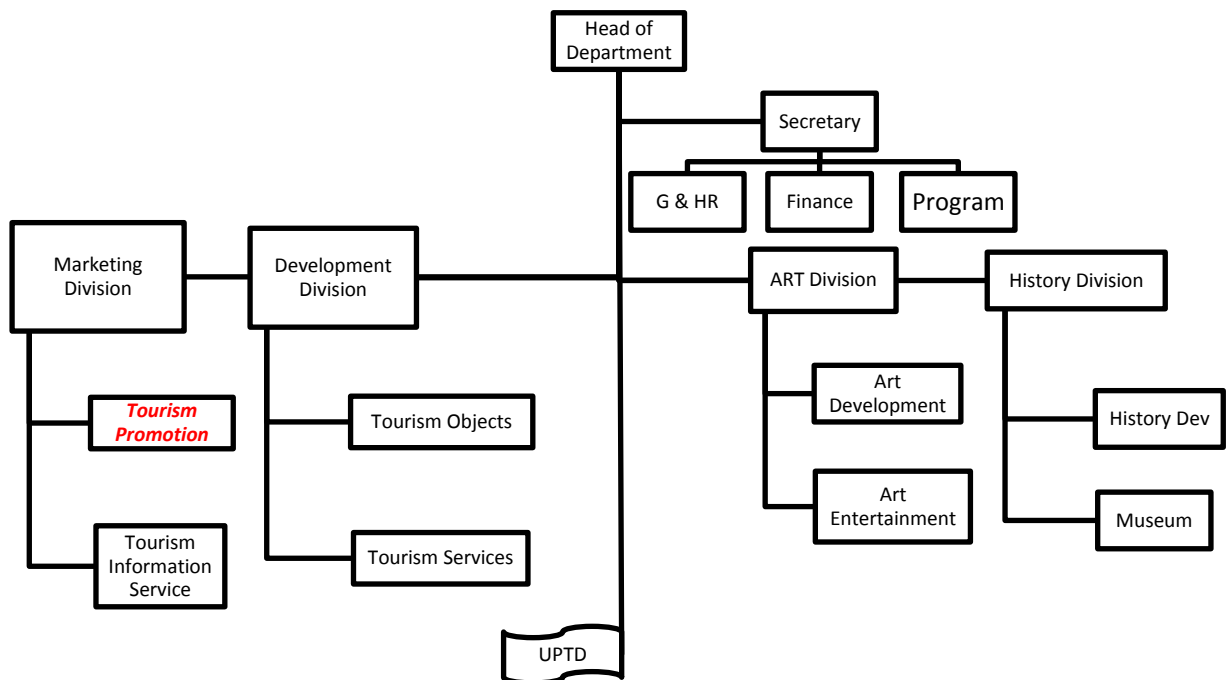
2.3 Facilities

- Air Conditioning in each room
- Guest room
- Bathrooms

- Computer and printer in every division
- Parking Area
- Meeting room with audio and visual equipments, LCD Projector, Air Conditioner, white board, and board marker.
- Television.
- Wi-Fi area in all Divisions.
- Kitchen
- *Musholla* (prayer room)
- Refrigerator
- Photo copy machine

2.4 Job Description and Responsibilities

Picture 1 Organization chart



2.4.1 Head of Department Tourism and Culture

- a) Responsible for all matters in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

2.4.2 Secretary

- a) Helping the head of Department in drafting policies.
- b) Coordinating all divisions.
- c) Fostering, implementing, and controlling the general administration, finance, and infrastructure

2.4.3 General & Human Resource Division

- a) Managing correspondence and asset
- b) Providing Information and Documentation
- c) Directing functional position

2.4.4 Financial Division

- a) Managing and Preparing the materials for implementation of verification
- b) Administration and accounting
- c) Preparing the materials for checking and inspection

2.4.5 Program division

- a) Preparing programs and budgets
- b) Monitoring and managing information system
- c) Reporting on program and budget implementation

2.4.6 Art Division

- a) Guiding and developing art potential in Kediri Regency

- b) Saving the art in around Kediri Regency
- c) Implementing the language and literary development
- d) Art Development has function of preparing for planning materials, coaching, collecting data, giving license and recommendations, monitoring all activities in art, language, and literature.
- e) Art Entertainment has function of preparing recommendation of license, supervision of activities, and collecting regional arts.

2.4.7 Tourism Development Division

- a) Making formula and implementing of policy management on tourist attractions, strategic tourist areas, and technical guidance assistance (coaching).
- b) Formulating the policy of *Rencana Induk Pengembangan Pariwisata Daerah* (RIPPDA) (regency tourism development plan)
- c) Preparing licensing recommendations in the service business sector and tourism facilities
- d) Tourism object has function to manage all tourism objects in Kediri Regency
- e) Tourism services has function to organize tourism business and tourism human resource development

2.4.8 History and Antiquity Division

- a) Making formulation of policies in the field of history, tradition values and museum

- b) As a facilitator for develop historical aspects, tradition values and museum
- c) Providing compensation for cultural heritage service
- d) History Development has function of preparing material for historical aspects
- e) Museum has function of preparing material for archeology aspects

2.4.9 Marketing Division

- a) Formulating of tourism policy
- b) Coordinating, Facilitating, and Developing tourism marketing
- c) Developing the system information of tourism marketing
- d) Tourism promotion has function to promote all tourism objects
- e) Tourism Information Service has function to develop tourism information

2.5 Location

Dinas Pariwisata dan Kebudayaan Kabupaten Kediri is located at no 1 Jl. Airlangga, and detail information is as follow:

- Office : Jl. Airlangga no. 1 Kediri
- Website : www.kedirikab.go.id
- Instagram : @Wisatakabupatenkediri
- Email : disparbud@kedirikab.go.id
- Phone : (0354) 691776
- Zip Code : 64122

Source: from SOTK *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*

CHAPTER III

DISCUSSION

3.1 Description

The writer had internship in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* starting from 8th February 2019 – 30 March 2019. During this internship, the writer is placed in the marketing division and then the head of General and Human Resource division asked the writer where the writers come from. The writer told that they from English Diploma *Universitas Airlangga*. So the writer was placed on the marketing divisions and distract placed on Tourism Promotion.

In this section, the writer would like to answer the statement problems about 1) Marketing strategies used by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* to promote the tourism objects in Kediri Regency, and 2) Role of English Language in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* to promote the tourism objects.

3.1.1 Marketing strategy for tourism objects used by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* in Kediri Regency

Dinas Pariwisata dan Kebudayaan Kabupaten Kediri improves the marketing strategies, especially for tourism objects in Kediri Regency. Marketing strategy is one of the ways to improve the visitors for coming to the tourism objects in Kediri Regency. According to Widya Pangestika (2018) there are four

strategies of marketing are used to increase the number of customers. So, the sellers will do everything to get attention from the customers by using:

3.1.1.a Direct Selling

Marketing division and Tourism Promotion has function to promote all tourism objects in Kediri Regency. This division uses several ways to attract the visitor or consumers to visit their tourism objects in Kediri Regency. One of the ways is Direct Selling. Direct selling is one of marketing strategies where the seller sells the product directly to consumers. This instance will sell or introduce their tourism objects directly. This instance always follow the big event every year no matter how big is the event or not to introduce their tourism objects in Kediri Regency. For example when the writer got an internship.

One day, this instance got an invitation from *Dinas Pariwisata Kabupaten Blitar*. This invitation contains event for introducing the tourism objects and existing the potential from their own region and this event is international event because the participants are from other countries. The participants were from Iraq, Egypt, Morocco, Jordan, South Africa, Yemen, Fiji, Tunisia, and Qatar. The theme of this event is “DIPLOMATIC OUTREACH 2019” Trade, Tourism and Investment Promotion. This event was held on two days starting from 4th March 2019 – 05th March 2019 at *Pendopo Agung Ronggo Hadinegoro Blitar*, East Java. The writer followed this event only on 4th March and helped the employee on 3rd March to prepare the booth. The instances which prepared the booth of tourism are *Dinas Pariwisata Kabupaten Tulungagung, Trenggalek, and Malang*. This event has purpose to introduce the famous tourism objects and existing potentials

from their own regions. During this event, the problem that occurred was all employees of this instance which assigned in this event; they could not speak in English. *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* pointed at the writer and Mr. Zen Aldjamal, one of *Inu Kirana* Finalists, 2014, to participate in explaining the tourism objects around Kediri Regency. When the participants from other countries came and visited Kediri booth, the writer had a chance to talk to Mr. Isaac from Fiji. Below is the transcript:

The writer : Hello, Good Afternoon. Nice to meet you, Can I help you sir?

Mr. Isaac : Oh, of course, yes. Good Afternoon. Nice to meet you, too.

The Writer : Ok, Sir. First of all, let me introduce myself. My name is Muchammad Rafli Zainuri from Airlangga University, and I got the internship in this instance. What is your name, and where are you from, Sir?

Mr Isaac : Oh, okay, Rafli. I am Isaac from Fiji. Is it from Kediri Regency?

The writer : Yes, Sir. It is a display from Kediri Regency.

Mr. Isaac : Oh, wow. Excuse me, what is it?

The Writer : Yes, Mister. It is a Leaflet and a Handbook. Let me explain about the Leaflet and handbook. Leaflet is a map for tourism objects in Kediri Regency, while Handbook is a book for tourism objects around Kediri Regency sir.

Mr. Isaac : Oh, okay okay. Can I get it?

The Writer : Of course, yes, Sir. This leaflet and handbook are for you, Sir.

Mr. Isaac : Okay, thank you. (He opened the leaflet and the handbook).
Excuse me, can you mention where is the famous tourism object in Kediri Regency?

The Writer : The famous tourism objects in Kediri Regency, Kelud Mountain.

Mr Isaac : Can you tell me where is Kelud Mountain?

The Writer : Kelud Mountain is located in Wates, Ngancar district, Sir. If from the city center it will be 45 minutes, Sir, by your own vehicle.

Mr. Isaac : Oh, I think it is so far.

The Writer : Yes, Sir. Because, the location of Kelud Mountain is between Blitar Regency and Malang Regency.

Mr. Isaac : Oh, so it is far from the city center. If I want to go to Kelud Mountain, how much money I have to pay to enter this tourism object?

The Writer : To enter this tourism objects? In the weekdays the cost is ten thousand rupiah (Rp. 10.000,-) for one person, and in the weekend is fifteen thousand rupiah (Rp 15.000,-).

Mr. Isaac : Wow, it is quite cheap.

The Writer : But if you use a car and you want to go to Kelud crater, you must park your car in parking area because the road is very extreme. After that, you can continue by taxi bike from the parking area. The cost is fifty thousand rupiah (Rp.50.000,-) per visitor, and this cost is for your round-trip.

Mr. Isaac : Oh, okay, thanks for your information, Rafli. You give me a clear explanation about these tourism objects. Thanks a lot, Rafli.

The writer : You are welcome, Sir. For further information, would you like to check on our social media. In facebook and instagram: Wisatakabupatenkediri. I hope you can come and visit the tourism objects in Kediri Regency.

Mr. Isaac : Okay, Rafli, thanks for the information. I have to go now.

From the discussion with Mr. Isaac, it can be inferred that he was interested in visiting the tourism objects in Kediri Regency. The writer also gave other information to Mr. Isaac for checking the tourism objects via social media. This is the example of direct selling by using English Language. But the writer did not have a chance to take picture with Mr. Isaac because after we finished the interaction, the writer helped the employee to give the souvenirs to all the participants in the bus that made me very busy, and have no chance to take photo with him.



Picture 2 The writer with other participants from other region who follow the Diplomatic Outreach 4th – 5th March 2019 at Pendopo Agung, Blitar.

3.1.1.b Earned Media and Internet Marketing

After direct selling, this instance uses strategy earned media and internet marketing. *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* uses these strategies to promote their tourism objects in Kediri Regency. Those strategies are promoting the tourism objects via social media like instagram: wisatakabupatenkediri and facebook: wisatakabupatenkediri. These social media are effective because every day, they uploaded some pictures from other tourism objects around Kediri Regency. For example: on this day this instance uploaded a

picture of Kelud Mountain and the next day they uploaded a picture of *Simpang Lima* Gumul. But the caption of the picture was using *Bahasa Indonesia*, they should have used two languages (bilingual): Indonesian language and English language. Besides uploading the picture, this instance would re-upload the best picture and the best caption from other people who tags this account. Those strategies were effective to promote the tourism objects, but they did not use WhatsApp to promote the tourism objects.

3.1.1.c Point of Purchase

Last, the strategy is point of purchase. When the writer was doing the internship, the writer didn't find this strategy was being used in this instance. But, after the writer ended the internship, in 2nd May 2019 this institution gives the chance to the writer becoming a tour guides because this institution had a guest from other country and it's becoming a family trip. The participants are come from travel agency Japan, India, Malaysia, Singapore, Philippines, Thailand and other country. The travel agency helped this institution for offering the tourism objects to prospective tourist.

All in all, marketing strategy is the important thing to sell the products to get the consumers or visitors. If the seller does not follow marketing strategy, they can't get the consumers or visitors. Sometimes, if the seller follows the strategy, the seller must have innovation to try the new strategy because it would be increasing the income.

Promotion is one important thing for seller to increase the income, especially *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* to promote their

tourism objects in Kediri Regency to get more visitors. According to Suprianto (2018) promotion is one of activities of giving information containing the products or services from the companies to the consumer, so it can increase the income. Promotion needs media to promote the products to get the consumers or visitors.

Dinas Pariwisata dan Kebudayaan Kabupaten Kediri conducts the promotion of tourism objects in several ways. One of the important needs is the media.

Dinas Pariwisata dan Kebudayaan Kabupaten Kediri uses the three media to promote their tourism objects to attract the visitors.

3.1.1.d Above the Line

First, using electronic media. Such as: Television. They cooperate with *Kediri TV*. For example: If there are some events, *Kediri TV* will show the events from their own channel television, but sometimes this instance has cooperated with TV shows, especially around travelling like: “*My Trip My Adventure*” in *Trans TV* and “*Si Bolang*” in *Trans 7*. Next is radio, the instance cooperates with Radio Andika (105,7f.m) to promote the tourism objects but it did not use movie or cinema to promote its tourism objects. Second, using the print media such as: Newspaper. This instance cooperates with Radar Kediri. Next, is leaflet, the instance uses leaflet or handbook to promote tourism objects. In the leaflet or handbook, there were information about the history, detailed information and location for the tourism objects. Unfortunately, the language is only in *Bahasa Indonesia*. Last, *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* uses

brochure to promote the tourism objects, especially in choosing one of the tourism objects in Kediri regency like *Gunung Kelud*. There were information about the history, detailed information and location, but the same as the leaflet or handbook, the language is only in *Bahasa Indonesia*. All in all, there two media included in above the line and not use English Language.

3.1.1.e Below the Line

After above the line, *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* uses the other media. The name of the media is ‘below the line’. This media consists of Direct mail, Festival, Keychain, and Calendar. In this case, this instance did not use the direct mail. Because direct mail is not suitable to promote their tourism objects, this instance uses festival. Actually, *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* is very often conducting the festivals to promote tourism objects. Festivals become one of favorite media because in February-March there are a lot of festivals held by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

In 11th of February there is Festival *Jelajah Alas Kandang Macan*. This festival is located in Desa Kebonrejo, Kepung district. This festival has a purpose to introduce and explore the potentials that exist in the Kebonrejo village tourism object. The writer attended this festival. This festival is open to the public. These participants are the local people Kediri areas and groups of bicycle in East Java. One of the groups *Gowes Kediri Lagi (GKL)*

In 3rd March 2019 there is Festival *Upacara Melasti in Waduk Siman*, Kepung District. This festival has a purpose to introduce *Waduk Siman* tourism

objects. *Waduk Siman* is one of tourism objects in Kediri Regency. The writer attended this festival. This festival has purposed to preserve the ecology and introduce the *Waduk Siman* as the tourism object.

In 5th March 2019 there is a Festival *Upacara Tawur Agung Kasanga dan Pawai Ogoh-Ogoh* in Simpang Lima Gumul tourism object. This festival has purpose to preserve the tradition and introduce the Simpang Lima Gumul Tourism Object.

In 9th March 2019 there is Festival *Dhahar Durian Medowo* in Medowo village, Kandangan District. This festival has a purpose to introduce the new Tourism Village and existing potential around this area. This village is famous with the fruits. Durian is the famous fruit in this village, so durian is became attracting fans of Durian fruit.

In 25th March 2019 there is Festival *Hari Jadi Kabupaten Kediri ke 1215* in Simpang Lima Gumul and the theme is *Nyawiji Hanyengkunyung Hanggayuh Mukti*. This festival is one of the biggest festivals held every year to celebrate anniversary for Kediri Regency.

In 29th March 2019 – 30th March 2019 After Diplomatic outreach event, in the end of March, this instance held *Gelar Seni Budaya at Cak Durasim Surabaya*. This event has purpose to introduce the tourism objects and introduce natural wealth around Kediri Regency.

In 31st March 2019 there is Festival *Kelud Trail Adventure* in Gunung Kelud, Wates, Ngancar district. This festival is supposed to introduce the new experience for tourist/visitors who like adrenaline challenges.

In 6th-7th April 2019 there is festival Jemblung dan Bancakan 1.000 Pincuk in Dukuh Village, Ngadiluwih district.

In 26th-28th April 2019 there is festival The Colors of Panji in Lapangan Sri Aji Jayabaya Menang Village, Pagu District.

In 30th April 2019 there is festival Kediri Exotic Carnival in Simpang Lima Gumul Kediri regency.

In 2nd -5th May 2019 there is festival Majapahit International Travel Fair in Kelud Mountain and Simpang Lima Gumul.

In 9th June 2019 there is festival Jamasan Wayang Bah Gandrung in Pagung Village, Semen district.

In 7th – 13th July 2019 there is festival Pekan Budaya dan Pariwisata in Simpang Lima Gumul.

In 30th – 31st July 2019 there is festival Kontes Ternak dan Gebyar Panen Pedhet in Simpang Lima Gumul.

In 14th – 15th August 2019 there is Festival MTB Scout Challenge in Ubalan Tourism Objects, Jarak Village, Ploso Klaten District.

In 25th August 2019 there is festival Tawang Rainbow Festival in Tawang Village, Wates District.

In 7th-15th September 2019 there is festival Kelud Festival in Kelud Mountain.



Picture 3 The writer with other participants on Kelud Trail Adventure 31st March 2019 at Kelud Mountain

All in all, in every month *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* has a festival. This Festival has a purpose to introduce the tourism objects and keep the tradition or cultures in order still exist. Besides introducing the tourism objects, this festival has a purpose to explore the potential around the tourism objects like fruits, vegetables, and other natural wealth.

After festival, there is a 'keychain'. In this case, keychain is used by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* to promote the tourism objects, too. The instance puts their picture of the tourism objects and makes the jargon. The jargon in the keychain is *Kediri Lagi*. Each participant of the festival who comes and visited the Kediri booth can take the keychain. Last, there is calendar. Calendar is other media to promote the tourism objects in Kediri. This instance puts the picture from tourism objects on calendar. This calendar will be

delivered to other Government instances in Kediri area. The staff asked the writer to help them staff deliver the calendar. Besides delivering to other instances around Kediri Regency, this calendar will be picked up in festival when this instance uses booth and is given to the visitors when they come to this booth.

3.1.1.f Through the Line

Last, Through The Line. This media consists of webpage, social media and banner. Unfortunately, this instance didn't make the webpage because of the technical problem. At first, this instance uses the webpage, and then in the middle when this instance used the webpage, the server from the webpage down. The employees always try to fix the webpage but it's always down. So, this instance did not use the webpage. After webpage, there is social media. *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* uses social media. They used facebook and Instagram. For facebook the name is 'Wisata Kabupaten Kediri'. For Instagram, there are 'Wisata Kabupaten Kediri', 'Kabupaten Kediriku, Budaya Kediri', and 'Desa Wisata Kabupaten Kediri'. In this era, social media becomes a popular way to promote tourism to a seller because every person around this country or around the world uses social media. So, social media is one of media having a big impact for seller to increase their income. After social media, there is banner. This instance used banner. But, this banner used when there is meeting in other instance. For example: There is a meeting coordination between *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* with other instances. The banner will put on the back. So the audience will see the banner with a picture of the tourism objects around Kediri Regency.

Beside promotion needs media, promotion also has a function. Shimp (2002:7) in Supriyanto (2018) function of promotion are also used by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*. And this instance implements three points (Informing, Persuading, and Reminding). During the promotion this instance gave information about tourism objects. The information about tourism objects can be got via social media such as Facebook and Instagram. From this social media, people who access one of the media for promoting tourism objects by this instance can get information about the tourism objects. Besides giving information, the benefit from promotion using media it can persuade and remind the people about they want. But there is no adding value which is conducted by *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

3.1.2 Role of English Language in Dinas Pariwisata dan Kebudayaan Kabupaten Kediri

Nowadays, communication becomes the important thing to interact with the other persons. Before the persons have interaction with the other, the persons must know when they have an interaction about the language that used. In this world, there are a lot of languages used by the countries as a mother tongue of that country. According to Al-Saadi in Shamima (2015) English language became the international language. English Language is the fourth spoken native language in the world and is the most widely spoken as official language and is the primary language used in international affairs, trade and commerce, and tourism.

Especially in tourism, English language is an important thing for giving information to other people for example: if the tourism objects are from Indonesia,

of course the information is in Indonesian Language. So, it should be translate to English language. After that, English language is used to promote the tourism objects to attract the tourist coming to other countries because in this era English language became the international language in the world. Unfortunately *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* does not use English Language to promote the tourism objects. The media of promotion such as: leaflet, handbooks and brochures are in Indonesian language and does not use English language when the writer during the internship. Those three parts are important to promote the tourism objects to attract the visitors coming from other countries. It could be increasing the international visitors. Because, those three parts would gave information to the international visitors. Besides from those three parts, this instance also used social media to promote the tourism objects. In this era, social media became a popular media for seller to promote because social media are effectives to increase the income and everyone can access the social media. This instance uses facebook and instagram. For facebook are Wisata Kabupaten Kediri and for instagram: @wisatakabupatenkediri, @kabupatenkediriku, @budayakediri, and @desawisatakabupatenkediri. Although this instance very often uses the social media to promote the tourism objects, the language of the caption or information from the pictures is in Indonesian Language. It should be bilingual: Indonesian and English. As we know social media can access by every person in this world. If the social media of this instance uses English language it will help the person who comes to visit their social media to get information and know the tourism objects around Kediri Regency.

Besides the media of promotion, *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* has marketing strategies. The strategies are Direct Selling, Earned Media, Internet Marketing, and Point of Purchase. Unfortunately, from those four parts, this instance does not implement the role of the English language. During the internship, the writer was pointed by the head of the marketing division to help the employees on International event in Blitar Regency and the participants are from other countries. When the all participants visited to the booth of Kediri Regency, the employee could not speak in English. So, this instance pointed to the writer and the other person from outside the instance. The person is Inu Kirana. So, the writer with Inu Kirana helped this instance to promote the tourism objects to the visitors from other countries. And then, there are earned media, internet marketing and point of purchase. This instance does not use English in those two parts (earned media and internet marketing) and there is not for point of purchase because during the internship, the writer does not find this strategy is implements.

All in all, the marketing strategy and media of promotion in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* of all the instruments and tools are still in *Bahasa Indonesia*. If this instance wants to go international, this instance should have an innovation to all instruments and tools become to be in English language with the *Bahasa Indonesia* to attract the customers or visitors from other countries.

During the internship the writer give suggestion to the staff for some treatment from the writer to this institution for using English language as a

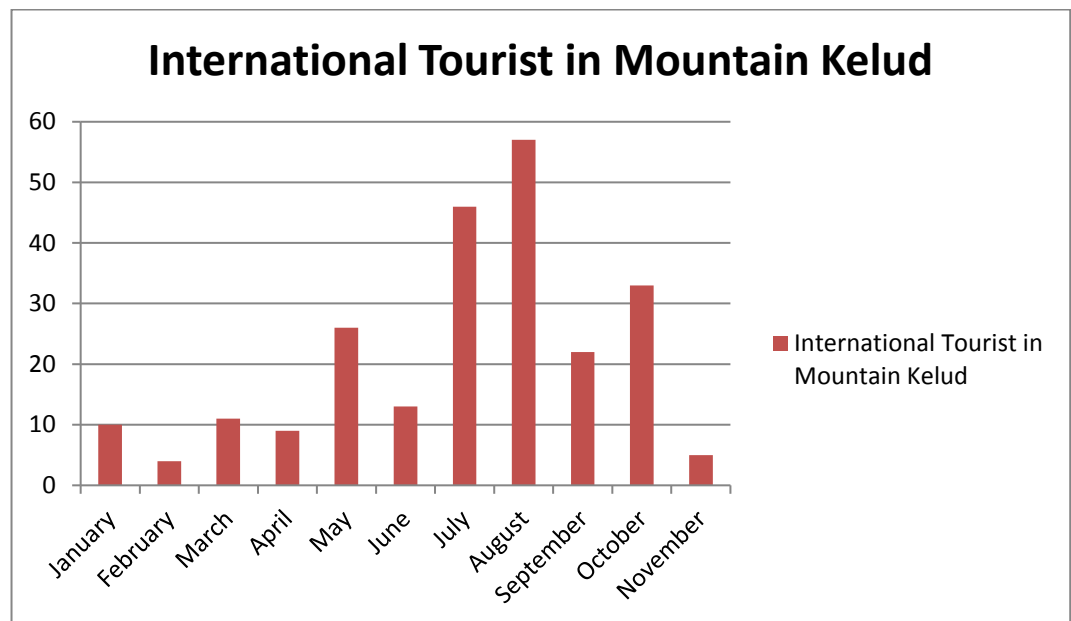
caption from the picture uploaded in Instagram account of @wisatakabupatenkediri. The results after the caption use English Language for the next month the international tourist have a different. It can increase the international tourist for coming to Kelud Mountain.



Picture 4 before used English language for the caption



Picture 5 Used English Caption

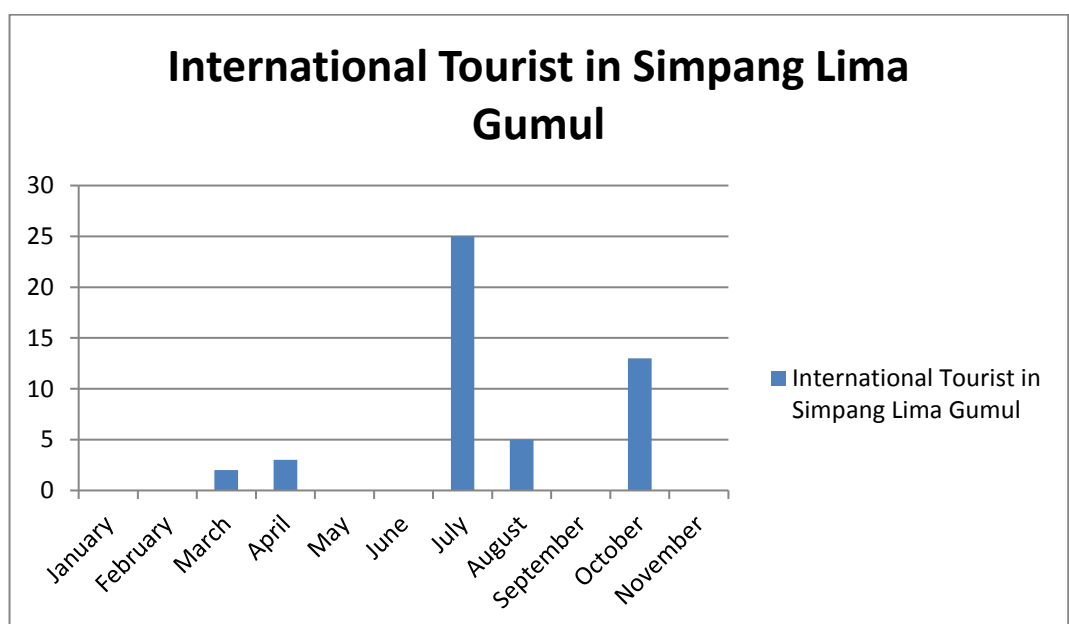


Picture 6 the data of international tourist comes to Kelud Mountain

This is the data of international tourist who comes in Kelud Mountain start from January-November because the data of December are not filled yet. There are different data of international tourist who comes to the Kelud Muntain after the writer gave the treatment for this institution and implied when upload the picture use the English Caption. But, for Kelud Mountain the treatment is used twice for using English language for the caption. For Simpang Lima Gumul only once is used caption with English Language.



Picture 7 Using English caption for Simpang Lima Gumul Tourism Objects



Picture 8 data of International Tourist comes to Simpang Lima Gumul

There is some different from February and March. After the writer use English Language as a caption an increase for International tourist who comes to the Simpang Lima Gumul.

3.2 Obstacles**3.2.1 Marketing strategy for tourism objects used by Dinas Pariwisata dan Kebudayaan Kabupaten Kediri in Kediri Regency**

The writer got obstacles when helped the improving marketing strategy in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*. Actually, the writer applied for the internship only one month but, in the first month the writer cannot find the study case for the final report so, the writer asked to the Mrs. Anggi as a coordinator for the internship students to extend the internship until the end of March. As an internship participant, it could be got assignment if the participant is not active and for delegate the assignment is not easy because the basic of the writer is English and there are no jobs or assignments related to English so, the writer helped the employee for anything to look active in this division. Sometimes, the assignments or jobs are not in the writer's field. The obstacle is in the first week, the writer did not find what he could do because the employee pointed to the writer to buy snack, food, and office stationery. And then, the writer also did write a letter come and letter out. After that, in second week the writer got overtime for helped the employee to make the SPJ (*Surat pertanggung jawaban*) and slept on the office for two days. In relation to marketing strategies, the writer got no idea about it because from the beginning the writer did not know about the

strategies. Finally, the writer knew the strategies after was extended the internship.

3.2.2 Role of English Language for promoting tourism objects used by Dinas Pariwisata dan Kebudayaan Kabupaten Kediri in Kediri Regency

The writer got obstacles in promoting the tourism objects. The obstacle is the head of *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*, Mr. Wigny said, “You are able to use *Bahasa Indonesia* rather than English language”. Because he wanted promote the tourism objects with *bahasa Indonesia* and surely, the local people are easy to understand. Besides *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* promotes their tourism in *Bahasa Indonesia*, the instance did not use webpage or own page. When the writer asked the one of the employees in this instance about the webpage, the employee said: “We do not use the webpage for a long time, because the server was always down.” And the writer replied, “Why we don’t make maintenance it? Webpage is important, especially for tourism promotion”. And the employees replied, “We will fix it as soon as possible”. After that the writer said, ”Oh, okay, Mr., but I have some suggestions. If we fix the webpage, how about we make the webpage in Bilingual language: *Bahasa Indonesia* (Indonesia Language) and English Language?”. The employee said, “It is a good idea, we will talk it later”. The other problems are when this instance introduced their tourism objects by social media like instagram and facebook. It is not from the picture, but from the caption. The caption is in *bahasa Indonesia*. If this instance wanted the tourist or visitor to come to other

country they should use two languages. The language is Indonesian and English languages because English became number one for the first language to communicate. Last, about the Leaflet, handbook, and brochure were still using *Bahasa Indonesia*. When this instance followed or attended the international events, if there were visitors from other country, the visitors did not know the language. From this discussion the writer gave suggestion to innovate the promotion tourism.

3.3 Added values

The writer undergoes an internship program at *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri* as a requirement of graduating from D-III English Language. The writer chose the workplace because he wanted to gain new experiences, to challenge himself, in order to have prior knowledge of the working environment, especially in the Tourist promotion division. The writer likes to meet new people and travel, which is why the writer chose that instance. The internship was also a great way to learn about various new experiences, education, and knowledge. It also gave the writer an idea of where he should go after graduating from Universitas Airlangga in terms of a job.

During the internship, the writer had gained great experiences or encountered unbelievable moments such as: becoming a tour guide when the office got guests from other regions. The writer also gained experience in talking with foreigners. When the writer followed an international event during a Diplomatic Outreach, he had a chance to speak in public with people from other countries, on how to promote objects of tourism and how to attract the visitors

who came to Kediri to visit the tourist spots around the Kediri Regency. An unbelievable moment happened when the writer had a chance to attend the 1215 Anniversary of Kediri Regency. In this event, the writer had a chance to follow the event from the beginning to the end and sit between the government employees around Kediri Regency. The writer met a regent of Kediri Regency and managed to shake her hand. Lastly, the writer could enjoy the tourist spots in Kediri without paying or in our term “gratis” and went to Kelud Mountain where there was a new “Kelud trail adventure”. Besides gaining great experiences, the internship program also gave the writer such wonderful and unbelievable moments. During the writer’s education on how to work in a team to give him all for *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

Working in a team is required to handle the responsibilities as a staff of Tourist Promotion. He also achieved a new experience in relations. Relations are important if the writer wants to work within the government because having relations might give knowledge about how to communicate and/or treat others. The writer also knows, the difference between being polite and impolite .

3.4 Related to the Course

3.4.1 English Media and Advertising

This course helped the writer to make good promotion when promote the tourism object in *Dinas Pariwisata dan Kebudayaan Kabupaten Kediri*.

3.4.2 Public Relation

This course helped the writer to speak very polite with people come from foreigners or local people. This course the writer can get the new experience about how to get relation with new people in a public.

3.4.3 Public Speaking

This course helped the writer to speak in a public. For example: When the writer able to speak with other people from foreigner

3.4.4 Speaking I-IV

This course helped the writer able to speak with the foreigner. Because this course especially in Speaking IV teacher gives experience how to speak with the foreigner in the final exam.

3.4.5 Listening I-IV

This course helped the writer able to listen when have communication with the foreigner. Because in speaking IV the final exam is speak with foreigner people. So, it can give me a new experience to speak with foreigner.

3.4.6 Writing I-IV

This course helped the writer to write the words for promote the tourism objects correctly.

3.4.7 Structure

This course helped the writer to make the final report with correct grammar.

3.4.8 Business Presentation

This course helped the writer for how to explain or present especially the tourism objects in Kediri Regency in a public.

3.4.9 Reading I-IV

This course helped the writer to read the leaflet, handbooks and brochures (Media of Promotion) and then transfer to the English language correctly. And this course is carefully helped the writer to doing the final project to get a good score.

3.4.10 English for Hotel and Tourism

This Course helped the writer to give the best services as best as he can when he got a chance to explain the tourism objects in international events.