CHAPTER I
INTRODUCTION

1.1 History of PT Elendra Tour and Travel

The history of the establishment of PT Elendra Tour and Travel is a tour and travel forcing. Limited corporation and legally status which is located on Jalan Sultan Agung 32, Way Halim-Kedaton Bandar Lampung, Lampung Province. PT Elendra Tour and Travel starts pioneering his business in 1989 with R. Dwidjondro Hedibowo and Lili Widojani as the owner of this company. Elendra name comes from English language is "Lampung Next Destination Area". While the selected symbol elephant with a half-body picture of globe, along with the letters L and D (Laut dan Darat) which then led to an aspiration of green and blue colour options. Green colour as a symbol of the Tour Department, which is the colour of nature and the blue is a symbol of travel department, which is the colour of the sea and sky. It was established in 1989 based on notary official document number 44, dated January 14th, 1994, issued by Mrs. J. Kartini Soedjandro, S.H. in Semarang, Central Java, which has permission number LICENCE: 207/P.2/BPW/11/94.

PT Elendra Tour and Travel also a tour and travel agency moving in order service, tourism like making, selling and conduction tours to whole tour objects in Indonesia or other country. Transportations reservation, hotel and restaurant reservation, convention arrangements, journey documentation, field trip and also overseas study are the kind of activities who will do in this office.
PT Elendra Tour and Travel also have experiences internship for students and study tour for study of junior and senior high school to whole Indonesia.

1.2 Organization of PT Elendra Tour and Travel

The structure of PT Elendra Tour and Travel is arranged based on the right regulation and its job system accord situation, conduction and ability of company. The structure organization will describe about policy and function including the duties, responsibilities, and job description of each of the profession holder. The organizational structure of PT Elendra Tour and Travel are as follows:

1. **Director**
   a) Coordinating all of activities in the office according to the work – planning program.
   b) Organizing all of the activities that determine all changeable of service system and produce in office.
   c) Recommending and approving tour and travel programs.
   d) Giving the company’s policy direction and guidance developing employee quality.

2. **Vice Director**
   a) Helping the director to coordinate tour and travel programs.
   b) Giving the explanation to staffs.
   c) Approving tours and travel program.

3. **Tour Manager**
   a) Coordinating and responsible for tour program.
   b) Approving outbond, inbound, and domestic tour.
   c) Giving job description to head section and staffs.
4. Travel Manager
   a) Coordinating and responsible for travel program.
   b) Approving travel document, airline ticketing, transportation and means of travel.
   c) Giving job description to head section and staffs.

5. Administration and Marketing Manager
   a) Planning and coordinating all of the activities in supply good service contribution and also to each section which need it.
   b) Organization public reaction, financial, accounting and marketing.
   c) Controlling responsible for financial and accounting report.
   d) Giving explanation to head section and staffs.

The chart of the organization Structure of PT Elendra Tour and Travel is provided in Appendix 1.

Chief Officers is each Operational Division
Chief Office in Operation Divisions has duties to plan, observe and control the finance activities as finance plan. Besides that, this division handles the operational events like:

1. Tour and Travel Division, this division of duty in making, arranging, and promoting in each tourism packages and travel packages. The division also responsible for direct down leisure in his service. This division led by Mr. Jauhar and Mr. Melwandi, A.md. Par.

2. Ticketing and Management Division, this division in the ministry in charge of ticket sales or booking directly in place using the internet system. This division also has a set of a management tasks in the office such as
income statements and expense reports in a transparent manner daily. This
division led by Mrs. Yulis and Mrs. Putri.

3. Public Relation Division, this division has duties to deliver some messages
from his own companies to another (customers or other companies) such
as to deliver tickets to customers, deposite money to the bank, report sales
results to the airlines office and send a package is part of the work
someone who inside public relations division or better known as the
‘Messenger”. This division responsible in external affairs and led by Mr.
Patra.

1.3 Vision and Missions of PT Elendra Tour and Travel

1.3.1 Vision

To attract public to be more understand how important tourism activity and to
realize that we have potential places such as beautiful country not interior to
other countries. Beside that it is used to ensure public tourism activity and
increase national income.

Hopefully, tour and travel agency can improve object potential as natural
resources, which have important thing in tourism object. The company has
good commitment to serve a journey, so you will feel amazing think which is
not felt before. Your journeys will be exciting and have the impression until
the deepest heart together with PT Elendra Tour and Travel.
1.3.2 Missions

a. Promoting potential tourism object to public various instruments, like hotel and brochure. It is not only to promote domestic tourist but also foreign tourists who come to Indonesia.

b. It is also to make traveler easier to have a journey relax and pleasantly. The more tourists come, the more income get in. So it can increase regional income especially in Lampung Province.

1.4 The Company Legality

Based from:

1. Notary No. 44 dated January 14th, 1993 issued by Mrs. Kartini Soejendro, SH. In Semarang, Central Java.

2. Place of Business Permit:


3) Permission Place of Business Travel:

   Number: 207/02/BPW/II/1994 February 17th, 1994 issued by Director General of Tourism in Jakarta.
1.5 Job Description

During the writer did field practice in PT Elendra Tour and Travel, she had responsibilities to work in ticketing and administration departments. For example writing a ticket sales report every morning, giving stamp of tickets, report ticket to Sriwijaya Airline Office, transferring money to the bank, delivering ticket to the customer, typing letter of guarantee (LG), copying data, giving service for the customer, booking tickets, sending a fax, and making financial report daily cash with office excel program.