

## **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 bussiness in 1989 with **R. Dwidjondro Hedibowo** and **Lili Widodojani** as the owned 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 14<sup>th</sup>, 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 diection 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 boking 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 14<sup>th</sup>, 1993 issued by Mrs. Kartini Soejendro, SH. In Semarang, Central Java.
2. Place of Bussiness Permit :
  - a) Number : 657/II/TKP/1993 dated March 4<sup>th</sup>, 1993 with a location at Jalan KH. Agus Salim, Central Tanjung Karang.
  - b) Number : 1216/II/12/KDT/1995 dated October 12<sup>th</sup>, 1995 with the transfer of business premises at Jalan Sultan Agung No. 32, Way Halim-Kedaton issued by the Government level II, Bandar Lampung.
- 3) Permission Place of Business Travel :

Number: 207/02/BPW/II/1994 February 17<sup>th</sup>, 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.

## **CHAPTER II DISCUSSION**

In this chapter the writer would like to discuss about six things included about :

2.1 Relationship with the staffs

2.2 Relationship with facilities

2.3 Relationship with the Clients

2.4 The Norms in the PT. Elendra Tour and Travel

2.5 Problem Encountered

2.6 The skill that the Writer Needs to Develop in the Future

### **2.1 Relationship With the Staffs**

The work condition in PT Elendra Tour and Travel is good. It is supported by good cooperation between the employees in this agent. The writer was difficulties with her job at the time, but because the employees can understand some mistakes which is made by her, so they can help each other to recover and repair them. In this office, she was not only considered as field practice student at PT Elendra Tour and Travel, but also she was considered as the part of the company. She worked in the morning from 08.30 A.M to 16.30 P.M. She was given responsibilities for helping employees to recount the daily sales report .

In there, all of staff member are very kind and have a close family attitudes. Besides that, we believed strongly in family attitudes and we could easily to be cooperative to each other to reach the target of company. We can realize that

success can be reached by having high responsibility, high cooperative and professionalism.

## **2.2 Relationship with the Facilities**

As tour and travel agencies, PT Elendra Tour and Travel must have facilities that support the cooperation of the company. The important facilities are computer and internet line. Those facilities are used to conduct flight ticket reservation. She realized that reservation and ticketing could not be done without using them. By using those tools, some duties can be done well. If they want to do reservation, they must know the flight schedule, time of flight and seats which are still available. There are also supporting facilities besides computer and internet, for example telephone, fax machine, printer, toilet, and file cabinet.

Those facilities will be explained as follows :

- 1) The first supporting equipment is telephone. It is usually used for reconfirmation to customers and business partner.
- 2) Second tool is printer. It is used to print the document and print out of the flight reservation.
- 3) Third is fax machine. It is used to send the letter, such as hotel reservation letter and letter of guarantee.
- 4) The last is file cabinet it is used to save the important files, such as contract letter, payment bill and sales report file.

As the apprenticed worker, she awarded that those facilities are important to do her duties. Therefore, she and PT Elendra Tour and Travel's staff must keep and care of them. It must be done to make their operation in doing their works such as a reservation activity, typing letter and others.

### **2.3 Relationship with Clients**

Clients are the important thing to PT Elendra Tour and Travel. The reasons are as follow :

- 1) Clients give the job and they are the user of our service.
- 2) Clients do not depend on the company but company depends on them.
- 3) Clients are the part of company, because they were the source of our income.

In dealing with the clients, she had known to face with them. They use phone and becoming there directly. She would like to speak by phone or facing directly in the explanation for client, namely :

#### **1) Speaking technique by phone are as follows :**

- Saying hello.
- Telling the name and the company.
- Not interrupting conversation.
- Use polite language when the conversation took place.
- Asking the name of them and they need.
- If the conversation needs the time to answer , the customers will be called back later.
- Saying thanks and good-bye.

#### **2) Speaking technique by facing customers directly are as follows :**

- Not speaking too fast and not too slow.
- Preventing the traditional dialect in the conversation .
- Saying the word with show our hospitality to the client.
- Not interrupting when the client speaks to her.

- Prevent suspicious word conversation.

In establishing relationship with clients , she tried to conduct the ways are as follows :

- 1) Giving her respect to the clients by saying hello before starting the conversation or do not talk with other staffs if there are clients is being handled by saying hello.
- 2) Giving more attention by remembering their faces or names and by giving the best services ( not differentiating the service between them )
- 3) If there was any complaint , she always conducted procedures , namely :
  - Listening and accepting the complains carefully.
  - Not arguing with the client.
  - Trying to understand the complain reason.
  - If complaint was reasonable , saying sorry and promising not to do the mistakes again.

#### **2.4 The Norms**

In this company , there are rules that must be done by every staff . They are as follows :

- a) To keep the company reputation
- b) To keep high responsibilities
- c) To establish good relationship
- d) To be dicipline in work
- e) To wear neat and clean dress .
- f) To be happy and smile every time
- g) To be honest in giving services to the customers

- h) To have dedication and motivation in doing work
- i) To work from 08.30 A.M. to 16.30 P.M.

In adapting the norms which are regulated in the company, she always conducted the procedures as follows :

- 1) Giving respect and appreciation to staffs or clients.
- 2) Wearing the neat and clean dress / shirt.
- 3) Coming on time to the office.
- 4) Preventing the egoism attitude.
- 5) Coming to the office 30 minutes before work hour, so we had time to clean up the scattering item in the office.

## **2.5 Problem Encountered**

When the conduction during field practice , she found some difficulties that took place in there. The difficulties that was found by her cause the inflicting cost to the customer and this company. Some difficulties that were founded by her, as follows:

### **1. The error of the Internet System**

The error of the internet system was cause by the reservation distruber. The internet system in there was gotten from one of internet provider in Bandar Lampung . The writer usually found this case in her field practice. Because of that, the staff could not do their work well. The staffs could not give information about the time on flight, fee of flight, issued ticket, and including the tiket number and also some informations which is needed by them. For solving this problem, she suggests that company must find out and use other internet provider, or the staffs also can call telkom speedy to

ask this problem, and then the worker from Telkom Speedy came to the office to handle this problem very well.

## **2. Feel Nervous When Issued the Ticket**

During the author was given the task to issue tickets, she found it difficult at the time. If she had a mistake in writing the ticket, because the writing mistake overwritten again with the writing word would be unacceptable from the airlines. Then it could be deemed invalid. So, to prevent it, she must focus and accuracy is much needed when issuing the tickets.

## **3. Single Sign in and Password for Sriwijaya Reservation System**

This travel agent has one sign in and password in Sriwijaya Reservation system that cannot be used for four computers. If using the same password together on two computers for doing reservation, the reservation system cannot operate. It is caused by the reservation distributor. For solving this case, PT Elendra Tour and Travel staffs must add the new password and sign in again.

## **4. Involuntary Cancellation**

It is done by Airlines which is caused by condition of the plane and temperature. Besides that, Airlines do it without reasonable reason. The cancellation flight is done by Airlines without giving reconfirmation to the travel and it does to the customer. For example, the customers who arrive in the airport to departure must be right schedule leaves at 8 p.m. then get

news that was delayed until 8 hours. For solving this problem, the airlines should reconfirm to the travel agent if there is cancellation of flight. It can make travel agent giving the information if there is the cancellation of flight and if the customer not satisfied with this service travel agent must apologize, tell the truth what this happen and promise will not happen again.

### **5. Trouble in Calculating DRT-5**

Discount calculation of 5% is called DRT-5. It is given by *Sriwijaya Air* to PT Elendra Tour and Travel which can sell tickets for arrive and departure in one day at that time can get a discount of 5 percent. In calculating of it is not easy as look because handling this case is needed accuracy and carefulness in calculation of decimal places. It means that if there is wrong about the writing system, so it make wrong result too. Besides that, this system is only given for travel agent not fot the consumer who buy ticket.

### **2.6 The Skill that the Writer Needs to Develop in the Future**

According to the writer's experience when she was field practice in PT Elendra Tour and Travel, she realized that she needed to improve her skills especially in Speaking and Marketing skill. Those things cannot be separated because marketing skill will be successful if there are the promotions which need communication.

## 2.7 Service For Clients of PT. Elendra Tour and Travel Bandar Lampung

PT Elendra tour and travel is Travel Bureau company in Bandar Lampung, that specialized in organizing and conducting journey and stopover for people including completeness of their journey, from one place to another, both in country, from inside the country, abroad or in the country itself, and also offers travel related products and services to customer such as selling airline tickets, transport, reservation for tickets and hotels, tours and vacation packages that combine several product. The role of this tour is very important because it is needed by many people, so travel is helping people to make their journey. In PT Elendra Tour and travel there are service products as below:

### 1. Types of tour packages:

#### a) **Ready Made**

This package type is defined by the travel agent in the sale of package tours. For example, from hotel reservation, tour destination is already prepared in the form them. So, the tour packages are ready to be marketed to customers. Ready made tour packages consist of:

#### I) **Domestic and International Tour and Travel**

##### a) **Tour Department** which consist of :

- Outbound Tour is package tour program for domestic tourist who want to travel abroad. For example : Indonesian tourist want to travel to Bangkok, Singapore, etc. The list of outbound package tour is provided in appendix 2.
- Inbound Tour is a travel program for foreign tourist who want to travel to Indonesia. For example : American tourist who want to visit Indonesia.

## II ) Domestic Tour

Domestic Tour is a package tour which is done in same country or it usually called local package tour. For example, domestic overland package tour like study tour package tour for overseas students who come from Lampung to Bali.

## III ) International Tour

International Tour is a ready made program for the people who want to have journeys to abroad ,like package tour such as trip 5 days to Bangkok, Singapore ,Ghuang Zhou China, Hongkong – Macau, trip 16 days to Europe ,and many more.

### b) Tailor Made :

Types of this one tour packages is different to the type of readymade. This type based on customer orders. Own customers organize and prepare about choosing a hotel, destination, how many day they want to travel, and usually only need a rental car or tour guides.The customers just call by phone or by coming to there directly and they can ask more about their own program tour in tour departments.

## 2. Hotel Voucher

The second main product of PT Elendra Tour and Travel is hotel voucher. The customer could get this hotel voucher by doing reservation hotel in PT Elendra Tour and Travel. After they got it, they can bring it to go to hotel which is ordered by them, because PT Elendra Tour and Travel has been sent facsimile for there so, they can used it automatically. In this case, PT

Elendra Tour and Travel cooperates with many hotels in Lampung such as *Marcopolo Hotel, Sahid Hotel, Indra Puri Hotel, Sheraton Hotel, Nusantara Hotel, Bukit Randu Hotel, Amalia Hotel, Grand Anugerah Hotel*, etc. An example of hotel voucher will show in appendix 4.

### 3. Travel Document

A travel document is a document of identity incurred by a government or an international treaty organization to facilitate the movement of individuals or small groups of people across international borders. PT Elendra Tour and Travel cooperates with Immigration Office class I of Bandar Lampung. The most important travel documents are visa, viskal and passport.

- **Visa** : Is one of travel documents which has function as permission letter to go in and stay in country
- **Pasport** : Is the travel document which also function as proof of the identities of citizen from their origin country.
- **Viskal** : Is one of travel documents which has function as permission letter to go out in a country.

### 4. Ticketing Departments

Travel agent sells airline tickets, overland and sea routes. Most tickets sold in PT Elendra and people need the air line tickets. It is very practical for customers who are busy in matters of their employment or even a holiday matters. There is a point of ticketing departments:

### a) Domestic Flight Ticket

Ticket is the main product of Tour and Travel agency. PT Elendra Tour and Travel has cooperation with Airlines and other travel agent for fulfilling the need of customer about flight ticket. The Airlines which has cooperation with PT Elendra Tour and Travel is *Sriwijaya* Airlines. PT Elendra Tour and Travel also sell the flight ticket for *Garuda* Airlines and *Batavia* ticket. Before she issued Garuda ticket, she must send the LG (Letter of Guarantee) to the Garuda office by facsimile. LG is the inquiry letter for guarantee evidence that ticket is ordered by us. It is caused there no flight ticket stock in PT Elendra Tour and Travel.

At first, the writer will explain about flight seat reservation by using internet (online). Reservation ticket is flight ticket inquiry process that is done by clients to the travel agent or Airlines. The clients can make reservation by phone or by coming to the travel agent directly. The travel agent or the Airlines must ask the data of the passengers to do reservation process. The purpose is to make easy the reconfirmation to the customers easily. The data which must be processed is the names of passengers. After the data is received, it will be organized the flight seat for customers. Some informations are the flight number, flight ticket class, departure and arrival time, time limit, and booking code. It will be reconfirmed to the customer by phone. In this process, which she repeats the print out of passenger reservation. The information that must be given to the clients are flight number, departure and arrival time, time limit, booking code and the last is the price. After giving those data, she asked question '*would you take this ticket sir or mom?*' if

passengers says 'OK', the ticketing staff will issue the ticket and send to clients house, if they can not take the ticket to the travel office. Then, the time limit table will be arranged.

In PT Elendra Tour and Travel, there are 3 online reservation system according the writer's experience, but only 2 online reservation systems that are used by ticketing staff. They are *Gabriel Reservation System for Sriwijaya Air Reservation* and *Batavia Air*. Only *Gabriel Reservation for Sriwijaya Air* which is known by her knows .

### **Gabriel Reservation System for Sriwijaya**

The Sky Net Reservation System can be seen in the ways as 7 step :

- 1)aytkgcgk18may : Date and destination of flight  
(tkg = tanjung Karang to cgk = Cengkareng)
- 2)sd1v1 : Amount of passengers (sd), type of seat ( seat class V which available), and (1)segment of flight.
- 3)nm1Ajeng/Ersa mrs : Nm1 is the name of passenger.
- 4)ct/0721 704737 trv elendra co echa : Phone number of Travel and reservation by echa.
- 5)cth/08982285498 by pax : Costumer's phone number.

- 6)\*r : Display “r” (to see the reservation and we told to the customer if the ticket will be issued).
- 7)IG : To ignore the display information.

And if the reservation has been successfully carried out the sample on a computer screen will look like this:

TKG 104 3422 0207 18MAY / ID / PID 18981

1. Ajeng/Ersa Mrs **HF3RO** (Code Booking)
2. S7 098 V WE 18 MAY TKGCGK HKI 1440 1530  
\*Electronic. TKTG AVAILABLE ON THIS FLIGHT\*
3. 0721 704737 TRV ELENDR CO ECHA
4. H/ 08982285498 by pax
5. T/ NO 9771024 945822/ 18 MAY---ECHA
6. TKG104 / 00000000/ TKG / SJ / N / ID

## 5. Transport

Transport is one of tourism program to make easy for customer to deliver of journey from one city to each other or from one city to go out other city.

Besides that, PT Elendra Tour and Travel cooperates with Mitra Kerja and PHB (Putra Hidup Baru) Transport companies.

Rent car is also part of transport which offered by Elendra for the customers which can facilitate them to go to the airport or anywhere they want to travel, that is cooperates with Bintang Mas Travel which is used by local transport inside the city.

## **6. Tour Leader or Guide**

Definition of tour leader is someone who leads a tour, both in the country, which aims to provide as complete the information about an tourist attraction in terms of history, geography and so on. A Tour leader is also responsible for the satisfaction of the tour participants and the success of the tour.

A tour leader also serves as a representative of a travel agency where he works and should be able to maintain the good name of his company, be it in front of guests, local tour guide, bus driver, the hotels and airlines. During the tour progresses, a tour leader also serves as a guide, if there is no local guide. During a tour of the city took place just a task of the local tour guides to provide information about the entirety of the sights visited, but before the tour begins a tour leader should explain the tour that day and the objects are visited, duration of the tour was going on and hours return to the hotel.

## **7. Accomodation**

The facilities that offered by PT Elendra Tour and Travel such as restaurant, hotel, motel, guest houses and holiday centre.

## **8. The Execution of Convention and Exhibition :**

PT Elendra Tour and Travel also offer a full range of management services for conventions, business meetings, and professional development programs. But this convention and exhibition package program and teaching program must be legal certification and it is usually celebrated in center office, Semarang.

## **CHAPTER III CONCLUSSION AND SUGGESTION**

### **3.1 Conclusion**

PT Elendra Tour and Travel is the one of travel agents in Bandar Lampung . This company has contribution to promote Lampung tourism. It cooperations with with Airlines, hotels, institutions, travel agents and others. It has some products and services which offered for customer like domestic flight ticket, domestic hotel voucher, tour package, handling travel document and rent car. There were several problems that the writer found in the company, such as error of internet system, feel nervous when she issued a tickets, trouble in single password for Sriwijaya Reservation System, involuntary cancellation, and trouble in calculating DRT-5.

In this report, she also discusses about her relationship with staff, her relationship with facilities, her relationship with clients, about the norms and the addaption of the norm, problems and solutions also the important skills that should be able to improved in the future and the curriculum of D3 English Profession Program. And he also explained about Service For Clients of PT Elendra Tour and Travel Bandar Lampung where there are several products that can be offered to his client, such as types of tour packages, hotel voucher, travel documents, ticketing departments, transport, Tour leader or guide, accomodation and the execution of convention and exhibition.

### 3.2 Suggestion

In this opportunities , the writer would give her suggestion and impression .

The suggestion to the PT Elendra Tour and Travel , there are several points must be improved by Elendra Tour and Travel are :

- They should improve marketing promotion with make an advertisement in local newspaper such as offer airplane ticket promo and package tour program.
- Not only sell airline tickets, but also sell tickets of land and sea transport for consumer use.
- Improve cooperation among all government agencies involved in Tourism.
- Give the chance for students to carry out the field practice, not only cooperation with school but also with college students.

The last the impression about her field practice during 2 months in PT Elendra Tour and Travel such as it got new incredible family and experience which can be implemented in the real work.

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