

CHAPTER 1 INTRODUCTION

1.1. Background of Problem

This field practice is one of the subject in 6 semester. It is obligation for the students of Diploma III in English for Proffesion to follow. The writer has been done field practice program at the Government Office Tourism, Arts and Culture (TAC) of South Lampung Regency in Kalianda from May 2 to June 30, 2011. All of the activities that was done during the field practice was illustrated in this report. This report is written as one of the requirements to finish my study at Diploma III in English for Profession. This part discusses about history, characteristic, structure organization, vision, mission, strategy, and products at Tourism and Culture office of South Lampung Regency.

Diploma III of English in the Language and Art Department of the Teacher Training and Education faculty of Lampung University is established to fulfill the Lampung region which is need of professional people who has ability in foreign language especially English and it also has ability in field sector such as interpreting, hotelary, tourism in export impor, secretary, send a letter, and office management. The student of this program is expected not only to have knowledge and skill in English but also have practically to work on those sector. Because of that, Language and Art Department of Lampung University has opened the

Program of Diploma Three English Profession according to Decree (SK) of General Directorate (DIRJEN) of High Education of Education and Department No.44/DIKTI/KEP/2001.

For doing this program, Diploma Three English Profession provide the student knowledges and skills in English Language that can be used actively both in speaking and writing. Besides that, the students are also given practically ability like translating, interpreting skill, entrepreneurship, tourism, and administration. In the sixth semester the student of D3 English Profession are given special skill that is real experience in business world in field practice program. This program is designed for the students to know the real experience and to practice the knowledge have been learned at collage. So, D3 English Profession of Lampung University in carrying out the field practice program cooperates with public and private institution in Lampung Province.

South Lampung Regency have many natural capital and tourism (ODTW) so it is based on natural, culture and brand. So far, the potention of tourism not yet to give positif impact for location and community in that area. It is mean that is not yet professional organizer and it is still low support industry of tourism, but also the potential of tourism will be development by community and institution to increase tourism sector in South Lampung Regency. Some studies to built tourism sector are prevented. It arranges as one of tourism area. South Lampung has many potential of tourism such as tourism object of Maritime, tourism object of culture, tourism object of nature, and tourism object of water.

Besides that, there is support from market access, out of regency like market access or customer from Bandar Lampung city. Customer access from outside Lampung area such as Jakarta, Banten, Tangerang, and Bekasi province. Letter support infrastructure like the first main road is very good to excursion go to objects it is prevented.

1.2. History of Tourism and Culture Office of South Lampung Regency

Tourism and Culture Office of South Lampung Regency is established based on the Regional number 16 in 1991 about Government matter in Tourism sector, from the Provincial Government to the Regional Government. By the describing of the entrusment above, the local Government, take out the rule number 11, 1994 about the formating of organization and work system of Tourism and Culture Office of South Lampung Regency. The office is provincial institution, which is established based on Regional Regulation of South Lampung Regency number 04, 2002 about Regional Institution or sets of equipment Regional of South Lampung Regency. Decree of Regency number 28, 2004 about job description and occupation and about the explanation of assignment and the official position of Tourism and Culture South Lampung is part of institution internal South Lampung Regional leaded by a head of officer.

In bring about assignment and the function Tourism and Culture Office of South Lampung Regency be responsible for South Lampung Regent in form field report accountabilitas work of instance Government for every calculation of year.

In 2002 Tourism and Culture Office of South Lampung Regency makes a structure as responsibility in bring about assignment and the function. Tourism and Culture Office of South Lampung Regency has assignment which help Regent as the head of regional in bring about household affair regional in part of Tourism, Arts and Culture with production which given by central government although Lampung Province. The function of Tourism South Lampung Regency is wisdom of formulation technical in part of tourism, service, supporting, implementation regional of Government in part of Tourism South Lampung Regency. Tourism and Culture Office of South Lampung Regency is located on 47 Kolonel Makmun Rasyid street, Kalianda, South Lampung Regency 35513.

1.3. Characteristics of Tourism and Culture Office of South Lampung Regency

The characteristics of this Office is one of the Government elements which is responsible to the Regent of South Lampung Regency. The main duty of the office is operate the authority of Tourism and Culture based on regulation prevailed.

The policies that have been maintained by the Regent are :

1. Arranging the material of regulation and technical guideline in Tourism and Culture Office of South Lampung Regency.
2. Realizing and managing Tourism and Culture Office of South Lampung Regency.
3. Preserving and controlling technically in the Tourism and Culture of South Lampung Regency sector.
4. Formulating and technical strategy in the Tourism and Culture Office of South Lampung.
5. Extending construction and licencing in the Tourism and Culture of South Lampung Regency.

1.4. Organization and the Each of Duties in the Tourism and Culture of South Lampung Regency

Based on the decree of Regent of South Lampung Regency number 28/2003 dated April 5, 2003 about the Structure and job description of the office. The explanation of the each of duties are declared and divided into 5 divisions in the following :

1. Head of Office
2. Divisions of Administration, consisting of :
 - a. Sub general Section.
 - b. Sub division of Planning, Evaluating, and Reporting.
 - c. Sub division of Finance.
3. Divisions of Tourism Development, consisting of :
 - a. Section of Means and Tourism.
 - b. Section of Objects and Tourism Attraction.
 - c. Section of Service Exertion and Tourism Development.
4. Divisions of Arts and Culture, consisting of :
 - a. Section of Arts.
 - b. Section of History and Ancient Artificats.
 - c. Section of Culture and Museum.
5. Devisions of Marketing, consisting of :
 - a. Section of Promotion.
 - b. Section of Information Service.

1.5. Employees

The number of employee in the Tourism and Culture of South Lampung Selatan Regency is sixty eight people, and they are consist of two categories, that are; Civil Servant and Based wage Eaner, each of them has different group. This group is started from I.C until IV.C meanwhile this group is categories according to education level.

All of the sections above have each duty and the duties will be clarified in next page, and the number of employee can be seen at the appendices.

1. Head of Office

Head of office has four duties, consisting of :

- a. Preparing of program and technics policies in the Government Office of Tourism, Arts and Culture of South Lampung Regency.
- b. Leading, guiding, coordinating, contolling, implementation of program in the Government Office of Tourism, Arts and Culture of South Lampung Regency.
- c. Report and evaluation of program in the Government Office of Tourism, Arts and Culture of South Lampung Regency.
- d. Arranging and Organizing of program and technical policies.

2. Division of Administration

Division of Aministration has six duties, consisting of :

- a. To arrange the planning of the office program.
- b. To manage the household and the office tools.
- c. To realize the administration of public and employee affairs.

- d. To arrange the reporting.
- e. To realize the coordination and public relation.
- f. To manage finance.

The administration division is divided into Sub General Section, Sub Division of Planning, Evaluating and Reporting and Sub Division of Finance.

a. Sub General Section

The main duties of Sub General Section, consisting of :

1. To manage the household, maintenance office tools.
2. To give the information and data service.
3. To carry out the correspondence that consist of concept, typing, multiply, filling and delivery.

b. Sub Division of Planning, Evaluating, and Reporting

The main duties of sub Division of Planning, Evaluating, and Reporting, consisting of:

1. To arrange the reporting and evaluation of work program,
2. To arrange the regulation, orientation, technical direction, and the policy in the Government Office of Tourism, Arts and Culture of South Lampung Regency sector.
3. To arrange the office planning and work program.

c. Sub Division of Finance

The main duties of Sub Division of Finance, consisting of :

1. To arrange the office budget.
2. To arrange the finance responsibility and the report.
3. To arrange the administration of official salary and official travel.
4. To arrange the routine administration finance.

3. Divisions of Tourism Development

Division of Tourism Development has two main duties, consisting of :

- a. To arrange the plan of Development, construction, management controlling and permission of tourism object, attraction, recreation, places and entertainment.
- b. To Inventory and mapping of object potency, location of tourism object, frontier area and site plan.

Meanwhile the Sub Division of Tourism Development is divided into section of means and tourist area, to make the frontier and site plan, to issue the operational permission of hotels and to arrange the technical direction for clarification and the evaluation of accommodation criteria.

a. Section Objects and Tourism Attraction

The main duties of Section Objects and Tourism Attraction, consisting of:

1. To facilitate the celebration by means and infrastructure of tourism object and cultural arts.
2. To invent the potency of tourism object, and giving allowance.
3. To build and to add the tourism object, recreation and public entertainment.

b. Section of Service Exertion and Tourist Environmet

The main duties of Section of Services Exertion and Tourist Environment, consisting of:

1. To organize and control the development activities.
2. To Preparing the development activity and Job Clasification.
3. To Prepare administration that consist of travel agent, tour guide, tour leader, waiter/waitress, exhibition and festival.

4. Division of Arts and Culture

Division of Arts and Culture has three main duties, consisting of:

- a. To arrange the work program to develop art and culture sector.
- b. To control activities of art and culture which have been developed.
- c. To carry out guidance in art and culture sector.

This division is divided into Section of Art, Section of History and Ancient artifacts, and Section of Culture and Museum.

a. Section of Art

The main duties of Section of Arts, consisting of:

1. To give permission to build and established the arts gallery, temporal how, and theater.
2. To arrange work program in art sector and initiate the construction and development of traditional arts.

b. Section of History and Ancient artifact

The main duties of section of history and ancient, consisting of:

1. To find the data about ancient artifacts, local history, and culture.
2. To keep and save the ancient and historical artifacts.
3. To prepare the permission related to historical and ancient artifact.

c. Section of Culture and Museum

The main duties of Section of Culture and Museum, consisting of :

1. To collect and research the traditional culture, native languages, and literatur.
2. To guide the center of traditional culture.
3. To control and maintain the cultural park, monument and museum.

5. Division of Marketing

Division of Marketing has two main duties, consisting of :

- a. To carry out cooperation with government, mass media, and electronic organization and personal in the Government Office of Tourism, Arts and Culture sector for marketing.
- b. To carry out promotion in local, regional, and international about the Government Office of Tourism, Arts and Culture that existed in South Lampung Regency.

This division is divided into Section of Promotion Section of Information service.

a. Section of Promoting

The main duties of Section of Promotion consisting of:

1. To make brochure, leaflet, Guide book and poster of promotion realization in the Government Office of Tourism, Arts and Culture.
2. To conduct publication promotion by electronic mass media.

b. Section of Information Service

The main duties of Section of Information services, consisting of :

1. To plan and collect the materials which related to the information service activity of the office.
2. To make the report about tourist visitation.
3. To realize the development of native literature and realize the public relations.

1.6. Vision and Missions

a. Vision

The vision of Tourism and Culture Office of South Lampung Regency is becoming the tourism and culture institution which is able to reform the tourism and culture as a main sector to develop of local economy in South Lampung Regency.

b. Missions

Missions of Tourism and Culture Office of South Lampung Regency are:

1. To increase the regional tourism product that is orientated in public economy.
2. To increase professionalism and tourism and culture services.
3. To increase the facilities and infrastructure in tourism and culture.
4. To develop the appreciation regional culture.
5. To Introduce and promote natural potential, art and culture region in tourism development.

1.7. Strategy

The strategy Government Office of Tourism, Arts and Culture of South Lampung Regency Department includes :

a. Ability (Purpose Achievement)

To increase and to develop the quality of human resources.

b. Program (The implementation to realize the ability)

To send the office staff to the special training, education, and courses.

- c. Activity (The application of program)
- d. To send the office staff to follow the Government Office of Tourism, Arts and Culture skill courses and the structural training and education.

1.8. Products

There are many kind of tourism object in South Lampung Regency directly managed and controlled by the Government Office of Tourism, Arts and Culture Department. The owner of those objects are quite different, some of them are owned by Forest Department, Public Society, Personal, Institution, Private Government, Local Government and the others. Tourism object of South Lampung Regency is divided into the three shots based on Tourism Resource, that is natural, Culture and Artificial Tourism Object.

1. Natural Tourism Objects

Natural Tourism Objects is tourism destination objects which has many function such as for sightseeing, recreation, refreasing and many others. This objects such as beaches, waterfalls, mountain, gardens, forest, bathing places and the other natural objects which is based on the Natural Resources.

Generally, those objects are located not only in the land, such as mountains, lakes and forest but also on the edge of seas and beaches, such as coasts and corals (see appendices).

Some interesting tourism Objects in South Lampung Regency, they are :

a. *Merak Belantung Beach*

Lies in the small gulf, namely Belantung gulf next to Kalianda Resort. The clean and interesting natural scenery is suitable for relaxing and swimming with the family. Facilities available are shelter, parking area, dress room and mosque, etc. It could be reached within 45 minutes from Bakauheni Harbour or an hour from Bandar Lampung City.

b. *Kalianda Resort*

The resort could be reached an hour from Bandar Lampung or 45 minutes from Bakauheni it provides an adventure arena. Four units camping ground, bungalows, jetskies, beach facing cafeteria, conference room, mosque, bicycle for rent, and canoes.

There are many ways to have a fun in this area, such as adventure tour Krakatau, small island in the southern Lampung gulf, diving near Sebuku island, Fishing, boating and jet sky.

c. *Pasir Putih Beach*

Pasir putih beach offers a beach with beautiful sea scenery. The facilities available are shelter, bath room, boat, etc. It lies on the village of Tourism. It is about 15 km from Bandar Lampung. Tourist can relax, swimming, and boating to Condong island.

d. The Volcano of *Krakatau*

Island of *Krakatau* officially belong to Kalianda district, South Lampung Region. Those Island are located in the Sunda Strait, between most western part of Java Island and most Southern part of Sumatra Island. The Islands are protected by conservation system. It has dry season on September to March, with average rainfall is 850 mm/year. Island of *Krakatau* has attracted both domestic and foreign tourist, especially for the researches since it is a kind of natural laboratories for many dicplines, such as Geology, Conservation, Biology and Volcanology. In addition, the panorama of small *krakatau* sunset is very exciting and interesting to be watched. Island of Krakatau is a small archipelagic land, comprises of Sertung Island, Rakata Island, Panjang Island and Small Krakatau rises in the mid of three others in 1972 or 44 years after the spectacular in 1883.

Among the four Islands of *Krakatau*, the active volcanic island is Small *Krakatau*. Small Krakatau is unoccupied island and now many tourists come to carry out a survey and research.

This Island is getting higher and higher every year. Krakatau Festival is an attractive event that is held annually on the second or third week of July in Bandar Lampung City and Kalianda Town, the capital of South Lampung Regency which was known as “*Krakatu Festival*”.

2. Culture Tourism Object

It is include the tourism products based on the Cultural Heritage Resources.

The cultural haritage resources is divided into two forms that is tangible form, such as sites, funerals, palaces, museums and intangible form, such as cultural and socio-cultural tradition. The visitor who visit those objects has several purposes, one of them is for pilgrimage. The Cultural Tourism Objects in South Lampung Regency include :

- a. *Cave Maja* Site.
- b. *Rangai* Village.
- c. *Raden Intan* Funeral.
- d. *Palas Pasemah* Site.

3. Artificial Tourism Objects

Artificial Tourism Objects are the human created which is intentionally created to fill the human necessity. Ths necessity is directly and indirectly created to be the tourism resourches, such as tourism shoping activity, tourism education, tourism sports and recreation park area.

The Artificial Tourism Objects in South Lampung Regency.

- a. *Laguna Helau*.
- b. *Dayung* Park.
- c. *Gunung Betung* youth Camp.
- d. *Bakauheni* Harbour.
- e. *Siger* Tower.

In this case, the Government Office of Tourism, Arts and Culture Department realized that the tourism object can not be established without other supporting factor to complete the tourism activity in South Lampung Regency. In addition, the Government Office of Tourism, Arts and Culture Department decided to build some facilities to become the supporting objects of tourism activity.

1.8. Job Description

The job system in Tourism and Culture Office of South Lampung Regency is divided into four division. During field practice, the writer had been given enough jobs. The writer was given position in development Department in order to know all about the activities and duties in that office.

The writer carried out her field practice in Tourism and Culture Office of South Lampung Regency from May to June 2011. During the writer carried out her field practice, every Friday, the writer and the entire officer of Tourism and Culture Office of South Lampung always visited *Banding* Resort Beach. Sometimes, the writer and the staff of Division of Tourism Development and Division of Marketing also visited tourism object like *Way Belerang* Sukamandi and *Way Belerang* Simpur.

From the first week in May to the last week in June, the writer had been placed in Development Department and she had been given some jobs to assist the staff of that office, those are:

- a. Updating data of Tourism and Culture office of South Lampung Regency.
- b. Preparing the event matters related with the tourism activities.
- c. Typing the formal letters such as acknowledgement letter.
- d. Translating and retyping the book of tourism.

Actually, there are many activities that Tourism and Culture office yearly. But, for this year, there are no many activities that it can be held by them because all of activities that are said important held by Tourism and Culture of Province directly.