

# CHAPTER I INTRODUCTION

## 1.1 Background

In the globalization era, beside tourism sector, art and culture also has a good prospect to be developed to become a sector that is able to support the development that is being developed by being every country in the world. Indonesia is one of countries in the world that has legacy of art and culture. Our government has also decided has art and culture as one of development component that needs a serious effort to be developed. But, the art and culture sector need a serious effort to develop them.

In this matter, our government has made a special policy about art and culture. The policy consists of all kinds of matter that support that development of art and culture to become and income producer. The policy will make the position of art and culture as development component more effective than before.

With the statement that is shown above, we know that the art and culture has a good prospect in the future especially for our country. Art and culture will give a big income to support the development that is held by Indonesia Government. However, as Indonesian people we have to develop legacy the art and culture especially for tourism

Central Lampung regency is one of regencies in Lampung that has art and culture to be develop art and culture to be developed art and culture traditional to become famous in Lampung Indonesia, so, central Lampung has tourism department office namely are:

### 1. Purpose

With the tourism department of sports and youth cultural arts center Lampung district indicate a developing art and cultural activities in the area with the following objectives:

- Develop a regional culture that is in central Lampung
- Lifting the potential cultural in Lampung center
- Stimulating of the artist in central Lampung regency
- Bring up the positive images of the central Lampung district, in the field of arts and culture

### 2. Location

Youth sports and tourism department of arts and culture is located in Hi. Muchtar area Number 01, Phone (0725) 529 808, 526 809 in Gunung Sugih District of central Lampung Regency

### 3. Visi and Mission

Overview of Central Lampung Regency society in the future that you want to accomplish by the Central Lampung District, the youth sport and tourism department of art and culture office through tourism development, youth sports and Cultural Arts Department in youth sport and tourism department of art and culture for that vision is as follows "UNTAPPED POTENTIAL FOR TOURISM, SPORTS AND YOUTH CULTURAL ARTS DISTRICT AS A

SUPPORTING realization CENTRAL LAMPUNG REGION AS THE PURPOSE OF TOURISM ".

Mission established to achieve the vision set by the youth sport and tourism department of art and culture office Central Lampung District:

Mission 1: The establishment of promotion and marketing of tourism and cooperate with the tourism industry

Mission 2: Realization of the development of facilities for tourism and attractions

Mission 3: Realization art and culture preservation, the history, language and literature of arts and culture infrastructure

Mission 4: Realization of improved quality of youth and increase performance in sports and youth

In an effort to realize the vision and mission that has been formulated, it is necessary operational steps defined in a more targeted in the form of goals and objectives. Based on the mission on the Central Lampung District, the youth sport and tourism department of art and culture establish goals and objectives of tourism development, Youth Sport and Cultural Art as follows:

#### 1. Mission Goals and Objectives

- Objectives

1. Improving infrastructure facilities and promotion of tourism marketing and promotion activities at home and abroad in order to improve the flow of tourists.

2. Leverage the value of culture and cultural wealth in the region to realize the welfare of society through the introduction of arts and cultural richness.

- Goal

1. Availability of facilities and infrastructure, promotion and promotional activities, marketing of tourism within and outside the country are able to increase the flow of tourists.
2. Realizing the welfare of society through the introduction of arts and cultural richness.

2. Goals and Objectives Mission 2.

- Objectives

1. Improving the quality of tourism human resources capable of providing quality services for tourists.
2. Improving the creativity of art and culture and performing arts as a carrying capacity of an environment conducive to the formation of identity.

- Goal

1. Realization of improving the quality of human resources capable of providing optimal service for tourists.
2. Creation of an increase in creative arts and cultural performances for the increase or the formation of identity.

### 3. Goals and Objectives Mission 3.

- Objectives

Preserve and develop arts and culture to color and encourage regional development, especially tourism and regional development generally.

- Goal

Maintaining conservation and the development and appreciation of cultural arts community to support tourism development and encourage regional development.

### 4. Goals and Objectives Mission 4.

- Objectives

Improving the quality of youth and increase performance in sports and youth

- Goal

1. Improved sports facilities and infrastructure
2. Development of infrastructure facilities and youth organizations
3. Coaching youth organizations and youth entrepreneurship
4. Developing Society-level sports
5. Increased local and national sporting achievement

### 5. The strategies

Based on the SWOT analysis is conducted, the youth sport and tourism department of art and culture office set strategy goals and objectives that include:

1. Optimizing the potential of tourism located in Central Lampung regency.

2. Provides a means of support tourism.
3. Promoting arts and culture of Central Lampung.
4. Provides guidance, training and motivation to the young generation to excel.
5. Improving the quality of professional personnel resources are supported facilities and adequate infrastructure.
6. Improving the quality of data and information as a basis for regional development planning.

## **1.2 Policies**

Policy is a provision that has been agreed upon some strategic decisions and a strong commitment from the leadership of the youth sport and tourism department of art and culture office central Lampung regency to be guidelines, the handle and the instructions for each activity to be achieved, the alignment, in an effort to achieve the goals, objectives, vision and mission of the Office in youth sport and tourism department of art and culture in central Lampung.

Policies set forth in achieving the goals and objectives of service in youth sport and tourism department of art and cultural office in Central Lampung regency is as follows:

1. Policies to achieve the goals and objectives first mission, namely:  
Increased regional arts and culture through the introduction / promotion, understanding, performance, development and maintenance of cultural

diversity as an asset to the planting area a sense of belonging, respect your own culture to make economic agents and to support regional development.

2. Policies to achieve the goals and objectives the second mission, namely:  
Optimizing management and services that can enhance your love for the community, develop creativity and quality of service and support for community tourism awareness to provide convenience for tourists.
3. Policies to achieve objectives and targets third mission, namely:  
Increase and improve the quality of the promotion, marketing of tourism, both domestic and abroad with the approach of targeted, focused and supported the promotion of quality facilities, thus increasing tourism image in Central Lampung as a tourist destination that is safe, convenient and attractive for tourists.
4. Policies to achieve objectives and targets fourth mission, namely:  
Youth coaching plan and coordinate the preparation of the technical field of youth policy and sports as well as monitoring, controlling and assessing the formation and development of youth and sports.

## 5. Human relation

### 5.1 human relation by Staffing status

Service employee youth sport and tourism department of art and culture in Central Lampung District numbered 62 peoples. because youth sport and tourism department of art and culture in Central Lampung District has changed the status of the Office of the Department in youth sport and tourism department of art and culture, Sport art and Culture Central Lampung District in 2008, with the following details:

- Civil Servants: 51 peoples
- Contract Labor: 11 peoples

### **1.3 Human Relation by Education Level**

In addition, if viewed from an employee educational background educational background in the field of tourism of arts and culture is still lacking. Regarding educational background is in Office, Youth Sports and tourism department of art and culture in Central Lampung regency in 2011 with the details below:

- S2: 1 person
- SI: 24 peoples
- D3: 3 peoples
- Senior High: 9 peoples
- Junior High: 1 person
- SD: 2 peoples

According to human relation Designation / Type

As for the rank and group Civil Service Office of Youth Sport and Cultural Art in Central Lampung Regency as follows:

- Group IV: 6 peoples
- Group III: 23 peoples
- Group II: 22 peoples

### **1.4 Job Descriptions**

For two months field practice in youth sport and tourism department of art and culture, from May to June and Jl. Hi. Muchtar. No. 01 Tel (0725) 529,808.526809

in Gunung Sugih district of Central Lampung. And the author is in a different place in the field, but in turn, from the fields for the field for 8 days.

First came to Youth sport and tourism department of art and culture, author of socializing to the head of youth sports and tourism department of art and culture, the civil and the entire staff at the tourism office.

And the author is placed in the field:

1. In the field of youth sports

during the author placed here from the 2nd of May-11 May 2011, every Monday authors also followed the apple in the morning and every Friday morning gymnastics and community service along with the entire staff in youth sports and tourism department of art and culture, and also the author also asked to write the data division of tasks and functions of institutions, writes the data of Central Lampung athletic achievements in 2011 which has been followed in accordance with the achievements, and create a table data type athlete central Lampung of 2011 that has been followed in accordance with the achievements, typing letter to show the title race activities Drumb Band. Drumb Band typed list of units, type attachment arrangement Drumb race committee supporting the band, and finally placed in the field of sports writers are the authors assigned to type of activities supporting budget plan competitions Drumb Band student of Lampung province in Central Lampung

2. In the field secretary

During the field of the writer assigned to write secretary and development of sport in the report for funding relief activities, writing activities to develop sport in equipping participants reported sharing between youth service

province (BPAP) in 2011, wrote in a report secretary sports development coordination meeting invitation overcome poverty, writes arts and culture of tourism in the report supporting the application of data and information JJS eligibility information, write arts and culture group Adinda group, writes that newspaper subscriptions, peeled completely, around the city, the Daily Express Lampung and charm. And the writer is then assigned for write outgoing mail in the report development and submission of data development potential of tourism, write an invitation letter included in the report bimtek conversion and certification exams procurement of goods / services of the government Perpres no. 54 in 2010, making a data table / rank CPNS / PNS as well as his employment, writing letters out on a business trip to Bandar Lampung SPPD, wrote a letter out about following the implementation of tourism training activities on behalf of ir ahmad Fahrudin to Bandar Lampung, civil servants who write position are promoted, making table when civil servants will retire in accordance with the existing work.

### 3. In the field of development

During the writers in this field are assigned to incoming mail and deliver Archives spatial absent, type in the concept development of urban parks and amusement parks people. In gunung sugih of central Lampung district, attend activities in the field independent Band contest Drumb Band in Gunung Sugih, one of the staff to help anyone who is going read it, position task, camp letters and read it of the nip expedition staff, filing of outgoing mail, photocopy letter in activities and archive incoming mail, assist employees to typing on a typewriter position activities.

4. In the field of promotion

The author here is assigned to assist employees to read position activities according to the structure contained expedition, helping field sport to taste a number of activities and healthy way to check the serial number of healthy walking activities central Lampung birthday to 64, join a healthy walk in central Lampung anniversary to 64 in the field independent in gunung sugih of central Lampung district, photocopy letter and deliver spatial absent, take education deposit money, write photocopy letter structure and activities and is filed to letter out.

5. In the field of arts and culture

And the last is in the field of arts and culture, the author is assigned to type pubian, according to the activities and person answers, write a letter in order to increase cultural arts center Lampung tourism, to print all that has been typed and then archive in arts and culture, and photocopy to studio proposal on the concept of development activities the city parks and amusement parks, write a list of arts groups, arts and culture to studio letter filing, usher absent because spatial-room revenue for the signature sport shirt, and last task of the author is the release of student field practice, member memento to youth sport and tourism department of art and culture.