

CHAPTER I INTRODUCTION

A. Field Practice Program

1. Rationale

D3 English professional as one of the major in Teacher Training and Education faculty in University of Lampung was established in order to fulfill the need of Lampung Province for the skillful workers who have good and proper skill to work at the work field related with English. English profession related to English usage are various, for example in fields of translation and interpretation, tourism sector, hotels, restaurant, communication, export-import etc.

The students of this program are not only taught to have knowledge and skills in English language but also to have practical ability to work in those sectors, for that reason the Teacher Training Faculty of Lampung University opened English D3 program based on the decree of Directorate General of culture and Education Department number 44/dikti/kep/2000.

In the last semester of D3 English programs curriculum, all the students are given specific skill, which is real experience in the work field that is called field practice program. Field practice is a program designed to introduce students with the real work situation and the practice that have been learnt in campus.

D3 English Professional Program Unila in carrying out the field practice program cooperates with state and private institutions in the region of Lampung Province,

in this case, the writer has done the field practice program for two months at Tourism and Culture Office of Bandar Lampung of Lampung province.

2. Basis

The basis of field practice is the decree of Directorate General of Culture and Education Department number 44/Dikti/Fep/2001 about the management of English D3 program as a part of Teacher Training and Education Faculty of Lampung University to open and maintain English D3 Program. The program has a purpose to create worker who have skill in English and can work at the work field related in English. Beside that, field practice is also a part of curriculum of English D3 Program that obligates each student to conduct field practice as one requirement to finish his/her education.

3. Goals of Field Practice

The field practice program has the following purposes

- a. To give student a real work experience in the work field based on ability they have learned.
- b. To give student to practice their English skill they have learn in the relevant work field.
- c. To make student to have enough ability in working in their time of doing field practice by practicing what they learn from campus.
- d. To make UNILA well known to the professional community and also to adjust English D3 Program with the real work.

4. Target of Field Practice

Field practice program is designed with three basic targets, namely:

- a. For students, this program is expected to change their mental attitude from being only students to become skillfull workers, who are professional in their field, by obeying the rules of work, disciplines and work ethics. So they will be well prepared to enter the real work field. Besides that this program is expected to be an orientation for the students in making decision, in behaving and thinking.
- b. For recipient institutions, this program is expected to improve the concept of link and match between campus and the work field so that good programs and curriculum can be arranged based on the needs of work field.
- c. It is expected that Unila and the recipient institutions create a mutual cooperation in order to participate in the development of Lampung Province and national development in particular.

B. Culture and Tourism Office of Bandar Lampung City

The detailed description is presented below. There are five points to be discussed:

1. History of the Office
2. Organization of the department
3. Vision and Mission
4. Product of the Culture and Tourism Office of Bandar Lampung.
5. Job Description

1. History of The Office

The Culture and Tourism Office of Bandar Lampung was located in Majapahit Street no, 3, Enggal. It was built on August 13rd, 1994 based on :

- a. Government Regulation number 24, 1979 about moving a part of government's responsibility in the tourism sector to the Regional Government level object of : Inn, restaurant, area camp, tourism object, night club and promotion .
- b. Regional Government Number 16, 1991 about moving a part of Regional Government Level I responsibility to Regional Government Level II in Lampung Province to manage object of : Inn, tourism object, area camp, youth inn, recreation business, restaurant class B and non- class.
- c. Regional Government Number 06, 1993 about Establishment Structure Organization and work system of Tourism office of Bandar Lampung.
- d. Regional Government Number 12, 2000 about Organization of Regional Bandar Lampung City Department.
- e. Regional Government Numer 03, 2008 about Organization and Work System of Regional Bandar Lampung City Department.
- f. Regulation of Bandar Lampung Mayor Number 09, 2009 about Duty, Function, Organization of Culture and Tourism Office of Bandar Lampung.

At present the office is located at Susilo Street 2 Teluk Betung, Bandar Lampung City.

2. Organization of Department

The Organization of Department is based on the Decree of the Mayor of Bandar Lampung Number 09, 2009 about Organization and Tourism Office of Bandar Lampung, consisting of :

A. Head Department

The duties of Head of Culture and Tourism Office of Bandar Lampung City are to lead, coordinate, carry out a part of Government affairs in the section of Culture and Tourism Office of Bandar Lampung City, according to Decree of Law that is given by the mayor.

B. Secretariat Division

The duty of Secretariat Division is to carry out a part of department affairs in the Secretariat Division. This division is led by a Secretary and he must do something as a duty to the head of Department. The Secretariat Division consist of three sections namely:

1. Sub Division of Compilation Program, Monitoring, and Evaluation,

this section has some duties for example:

- a. Managing the public administration and employee programs.
- b. Managing the financial affairs.

2. Sub Division of Public and Employee Affairs

This section has some duties namely :

- a. To carry out the management and public administration report including management of document and public administration report including management of document office, structuring of record office, carry out of household affairs, manage the tools, public relation, law affairs and getting meeting office.
- b. To Implement the management and administration of employee affairs report that includes activity of material preparation planning complication of employee need, mutation ,discipline ,employee development and employee prosperity.

3. Sub Division of Finance

This section has duties for example :

- a. To carry out the management of administration financial affairs, administration, salary, and administration of traveling office.
- b. To compile entry and responsibility of financial report
- c. To implement other duties given by boss.

C. Culture Division

The duty of Culture Division is to implement a part of office's duty in the preservation and development of arts and culture, archeological, historical, traditional price, data collection, and culture information. This Division is led by a head of division and he must be responsible to Head department.

This Division has some functions such as:

- a. To organize the program, research, preservation of Arts and Culture, archeological, historical and traditional price.
- b. To carry out the controlling activity, evaluating and cooperating to develop arts and culture.
- c. To arrange activity plan, coordinate and carry out the cooperation in the arts and culture including, aesthetics script, language and beauty parlor.
- d. To give permission to create film industry, promote, sell, hire and around film show in the city.
- e. To give appreciation to artists that have merit to Regional Government.

The Culture Division has some sections namely:

1. Section of Arts and Culture

This section has many duties such as:

- a. To prepare plan organization and direction in the arts and culture division
- b. To prepare coordination and cooperation in the arts and culture division including aesthetic, letter and language.
- c. To carry out research and technique consideration in the arts and culture activity including aesthetic, letter and language.
- d. To control, restrain and evaluate the activity an arts and culture aesthetic, letter and language.
- e. To carry out the achievement in the arts division and to protect local arts and culture.

2. Section of the Archeological, Historical and Traditional Price

This section has many duties such as:

- a. To arrange the plan, carry out and evaluate of inventory activity in the archeological, historical and traditional price
- b. To arrange the plan, carry out and evaluate of activity of excavation and protect of archeological, historical and traditional price
- c. To carry out the inventory activity of archeological, historical and traditional price
- d. To prepare activity plan, coordinate and carry out the cooperation in the archeological, historical and traditional price
- e. To carry out the inventory, history source documentation and history publication.
- f. To prepare resolution plan, protection of archeological, historical and traditional price.

3. Section of Data Collection and Information

This section has many duties for example:

- a. To arrange the plan, carry out and evaluate collection and information activity
- b. To arrange the plan, coordinate and cooperation of local souvenir
- c. To arrange the plan of development kind of souvenir
- d. To give direction and opinion about data collection and information

D. Section of Tool and Tourism Service

This division has some functions namely:

- a. To arrange the program, decree, and carry out direction and standardization of Tool and Tourism Service
- b. To carry out the guiding of Tool and Tourism Service
- c. To arrange plan of development and potency inventory of Tool and Tourism Service
- d. To carry out founding, restrain, control and evaluate the efforts of incentive and exhibition travel conference service of Tool and Tourism Service.

Section of Tool and Tourism Service has some section such as:

1. Section of Accommodation

This section has many duties for example:

- a. To arrange direction and techniques plan direction of accommodation
- b. To arrange the plan, carry out and evaluate accommodation activity
- c. To establish, restrain, control and evaluate the efforts of accommodation that consists of luxurious hotel, youth inn and camp area.

2. Section of Tourism Service

This section has many duties namely:

- a. To arrange direction and techniques plan direction of Tourism Service
- b. To arrange the plan, carry out and evaluate Tourism Service activity

- c. To establish, restrain, control and evaluate the efforts of Tourism Service that consists of travel agent, guide service, convection service, exhibition, tourism consultant service, and information service.

3. Section of Food Service

This section has many duties such as:

- a. To arrange direction and techniques plan direction of Food Service
- b. To arrange the plan, carry out and evaluate Food Service
- c. To establish restraint, control and evaluate the efforts of Food Service that consists of restaurant, café and night club.

E. Section of Tourism Destination

This division has some functions for example:

- a. To arrange the program, decree, and carry out direction of Tourism Destination
- b. To carry out the guiding of Tourism Destination
- c. To arrange plan of development and potency inventory and cooperation of Tourism Destination
- d. To carry out destination, restrain, control and evaluate the efforts of Tourism Destination activity.

Division of Tourism Destination has some section such as:

1. Section of Object and Tourism Attraction

This section has many duties namely:

- a. To arrange direction and techniques plan direction of Object and Tourism Attraction
- b. To arrange plan of development of Object and Tourism Attraction
- c. To restrain, control and evaluate the efforts of Object and Tourism Attraction
- d. To arrange the plan, carry out and evaluate of Object and Tourism Attraction.

2. Section of Recreation Destination and Special Interest Tourism

This section has many duties such as:

- a. To arrange direction and techniques plan direction of Recreation Destination and Special Interest Tourism
- b. To arrange plan of development of Recreation Destination and Special Interest Tourism
- c. To carry out Destination, restrain, control and evaluate the efforts of Recreation Destination and Special Interest Tourism
- d. To arrange the plan, carry out and evaluate of Recreation Destination and Special Interest Tourism.

3. Section of Entertainment Destination

This section has many duties namely:

- a. To arrange direction and techniques plan direction of Entertainment Public Destination
- b. To arrange plan of development of Entertainment Destination
- c. To carry out Destination, restrain, control and evaluate the efforts of Entertainment Public Destination.

F. Section of Promotion

This division has some functions such as:

- a. To arrange the program, carry out and evaluate promotion activity
- b. To arrange realization program, cooperation and coordinate with tourism
- c. To arrange the plan of tourism information system development
- d. To carry out the activity of tourism promotion
- e. To arrange the analysis of promotion
- f. To prepare the tool of promotion.

Division of Promotion has some section namely:

1. Section of Promotion

This section has many duties for example:

- a. To arrange the program, carry out and evaluate promotion activity
- b. To arrange the plan, carry out and prepare tools and materials of promotion by mass media and electronic.
- c. To arrange the development of Tourism Information System

- d. To prepare the internal and external plan to develop tourist visiting.

2. Section of Marketing Analysis

This section has many duties for example:

- a. To arrange the plan, carry out and evaluate Marketing Analysis activity
- b. To arrange and to analyze potential of tourism market
- c. To arrange and to analyze product of tourism
- d. d To arrange and to analyze profile of tourism
- e. To collect and to evaluate date of tourism visiting.

3. Section of Tourism Society Foundation awareness

This section has many duties namely:

- a. To arrange the plan, carry out and evaluate the tourism society Training
Tourism awareness
- b. To arrange of tourism guiding activity awareness
- c. To construct and to guide the group of tourism training awareness
- d. To spread information about tourism to the publics.

3. Vision and Mission

The Vision of Culture and Tourism Office of Bandar Lampung City Department is “MAKING BANDAR LAMPUNG CITY AS CULTURAL CITY AND MAIN TOURISM OBJECT”.

The Mission of Culture and Tourism Office of Bandar Lampung City Department are:

- a. To increase and to realize culture potency and tourism as object and tourism attraction
- b. To increase the development of tourism destination including tourism object, recreation destination and special tourism interesting.
- c. To increase infrastructure, tool and facility in culture and tourism division
- d. To increase tourism promote, promote analysis and society awareness tourism destination.

4. Product

The main product of Culture and Tourism of Bandar Lampung City Department is to give the license of business or large institution in the tourism sector such as restaurant, hotel, discotheque, karaoke, billiard centre, and many others given by Sub Department of Facilities and Tourism Marketing. In addition, this office also has to prepare and control those tourism places.

The other product given by the office are pamphlets, booklets and brochure.

All of them are used to promote Bandar Lampung Tourism to the publics in order that the publics know information of tourism Lampung and what events are held.

The department also holds annual event, namely Bandar Lampung Festival. The purposes of the festival are to inform the society about art, tourism and culture of Lampung and then ask them to participate in developing Bandar Lampung tourism.

5. Job Description

The field practice activity was carried out for two months, from May 2nd, 2011 to June 30th 2011. The writer was welcomed to the office on May 2nd, 2011 on that day the writer and her friends were introduced with all staffs in that office. The writer was placed in one section because there was no rolling job.

The writer was placed in Infrastructure Service of Tourism Office. In this division the writer helped the staffs such as, typing a letter, copying a letter, writing tourism visitors and others.

But in June the office held the annual event of Bandar Lampung Festival. The competitions of Begawi Bandar Lampung 2011 are *Muli Mekhanai* (Boys and Girls) Competition, , Lampung Pop Song, Food Market Competition, *Mawalan or* Moslem Pop Song, Dance Competition. Therefore most of the practitioner's activity was to help the preparation of the festival.