

CHAPTER II DISCUSSION

A. Relationship

1. Relation with the Staff of Tourism and Culture Office

Field practice is a part of the curriculum program in the final semester. The writer carried out field practice in the Tourism and Culture Office. The staffs in the Tourism and Culture Office of Bandar Lampung always helped the field practice student in their field practice program. So they could do their duties in field practice program in Tourism and Culture Office of Bandar Lampung.

The staffs in the Culture and Tourism of Bandar Lampung City consist of:

a. Total staff : 46

- Civil Servant : 21
- Daily Wage Earner : 25

b. The total number of staff according to the education level is :

- S2 : 11 people
- S1 : 19 people
- Academy : 2 people
- Senior High School : 11 people
- Junior High School : 2 people
- Elementary School : 1 person.

c. The total number of staff according to the rank:

Group IV	: 10 People
Group III	: 19 People
Group II	: 11 People
Group I	: 1 People
PHL	: 3 People
TKS	: 1 Person.

Based on the data, the writer knew that the staff of the office came from different rank and education level. It was good to know their own character, so that she knew how to adjust to them. She realized that it was not easy to communicate with new people of different characters and ages, but she tried to be more communicate. It was the best way to be closer with the staff.

2. Relation with the Facilities of Culture and Tourism Office

There are many facilities in the Tourism and Culture Office of Bandar Lampung. They are very important to support the duties of employees with the facilities. The facilities in the Tourism and Culture Office include:

1. Computer
2. Telephone
3. Type Writer
4. Scanner
5. Printer

6. Work room of each division and sub office, Head Of office and Vice of Head
7. Air Condition in each division
8. Television
9. Internet
10. Filling Cabinet
11. Camera
12. Handy cam.
13. Laptop

The above facilities are not enough to support the work of the staff. The office needs to add the facilities such as photocopier machine and the number of printer and computer, also new room built especially for the staff only, added with number of tables and chair.

Not all facilities were used by the writer, because not all facilities could be used by the writer or the practitioners. The only facilities used such as :

1. Computer :

The facilities were used by her to type letter and save data. There were 6 computers and some of them were connected with internet, so she could access and collect data and information by browsing.

2. Printer

There are 5 printer machines in the Tourism and Culture office of Bandar Lampung. They are used to print all the data in the office.

3. Television

There is one TV in the office, if the staff and students are not very busy in the office they can watch TV to get and update information.

4. Air condition

There are eight air conditions in the office, that give the officer comfort because by cool atmosphere they are expected to do their duties well. But there is a problem here, during work and the air condition is on, they are smoking cigarettes, so the smoke harms other people, it is very dangerous for health.

5. Telephone

It was used to call and accept call from those who want to join the competition in Bandar Lampung Festival.

3. Relation with The Clients

During her field practice in the office, she met many clients in Begawi Bandar Lampung Festival especially participants *Muli Mekhanai* Competition. This festival is a routine program of Tourism and Culture office of Bandar Lampung to celebrate Bandar Lampung Birth Day.

She received registration of *Muli Mekhanai* Competition. She helped the candidates to fill registration form and answer their question about the implementation of competition.

4. Norm in The Office

Based on the decision meeting on January 2nd, 2006 about mechanism of administration rule, the staff must obey the following norm.

1. The letter of permission or sickness.

Types of the permit for sickness are as follow :

- a. Personal letter for 1 -2 days
- b. Medical Letter for 3 – 4 days.

2. The staff Uniform

The staff of this office must wear the uniform are as follow :

- a. Monday (Green / Hansip)
- b. Tuesday – Wednesday (Brown / PDH)
- c. Thursday (*Batik*)
- d. Friday (free dress)

It also supported by instruction of the Mayor of Bandar Lampung about work time they are :

1. The work days are Monday – Friday
2. The work times from Tuesday – Friday is from 07.30 – 15.30
3. Sholat / take a rest is from 12.00 – 13.00
4. Monday 07.00 – 15.30
5. The staff may not leave the office before ending of work time without any permission
6. Staff must come on time
7. On 17 August all staffs are obliged to wear the Uniform namely KOPRI and complete with attribute

8. All staff must join sport day / Car Free Day

Day : Sunday

Time : 06.00 s/d finish

Place : A.Yani Street (Tugu Adipura)

9. For officials ES III and IV to gather the holy book Al – Qur'an, it will be given to the MTQ (reading Al – Qur'an) competition in North Lampung. From 5 s/d 8 May to Mrs. Suryati as coordinator.

The student must adapt well to the norms of the office along their Field Practice.

B. Skills

One of the purposes of field practice program for the students is to practice their Basic English skill, Office Management and Tourism Knowledge in the relevant work. Therefore the writer did her field practice in Culture and Tourism Office of Bandar Lampung city. While studying at Diploma III Professional English in Lampung University, the writer has acquired many skills such as basic English skill (Listening, Reading, Speaking, and Writing), Office Management, Office Computer, Tourism Knowledge, Business Correspondence, English for Secretary, others.

Those are very useful for the writer. However, based on the writer's experience, there is a subject that needs improve talent that is, Tourism Knowledge and Office Computer. It is because based on the writer experience during her field practice, the writer had many activities that were connected to Tourism Knowledge and Office Computer which used English as the guide.

C. Problems Encountered and Way Out

During her two months field practice, the writer did not find serious problem. But in the beginning of the field practice, she could not adapt herself to the condition and work atmosphere in the office.

The problem encountered along her field practice was many staffs in the Tourism and Culture office were smoking in that area, so as we know that smoking cigarettes in full AC room was very dangerous for our health.

The other problem was having insufficient knowledge about Lampung tourism. In fact, the knowledge was very important for her to help in developing tourism of Lampung Province.

Some ways out of the the problems are :

- To overcome the above problems encountered, the writer tried to be more communicative with the staff considering staff as work partner was best way to make good cooperation.
- To make the staffs understand or try to talk with the staff who smoke cigarettes that smoking in full AC area was very dangerous for themselves and other people inside the room.
- Asking the staff about information and unclear duties and read more books about tourism of Lampung province.

D. The Influence of *Muli Mekhanai* Competition to Attract Visitors to Bandar Lampung City

Bandar Lampung is the capital city of Lampung Province, for the travelers,

Bandar Lampung is a transit city connecting Java and all Provinces or Sumatra.

Bandar Lampung is accessible both by air and it takes 40 minutes from Jakarta to

Lampung by air and 6 hours by land.

There are ferries which standby 24 hours, connecting Bakauheni and Merak with every 30 minutes departure. Travelling along the edge of hilly road as a part of trans Sumatra is an exciting moment offering the beautiful scenery of countryside.

The major road, the trans Sumatra, leads all the way to the extreme north or west of Sumatra, a distance of about 2.200 km. By the extensive network of road and highway, it is quite easy to get to places of interest while shopping centers and supermarket are available in the heart of Tanjung Karang and Teluk Betung city. Bandar Lampung has some main tourism destinations such as beaches, mountains, national parks, historical sites, art and cultural attractions it also has some supporting tourism development such as ecotourism products, handicrafts and souvenirs.

Conservation and promotion have been intensively carried out by local government and also supported by local society. One of the programs to promote Bandar Lampung tourism is by holding a big event, namely *Muli Mekhanai* Competition. This competition means the selecting Queen and King to be tourism ambassadors of Bandar Lampung.

Muli Mekhanai Election Competition also means to select young generation that have ideas and conceptions about tourism, art, culture of Lampung and also it gives big chance for young generation to explore their abilities. When the writer got field practice in Tourism and Culture Office she helped the implementation of *Muli Mekhanai* Election 2011, this yearly competition of Bandar Lampung

anniversary celebration was followed by 550 participants. Most of the participants were the student of Senior High School and University in Bandar Lampung.

Throughout the audition process in 7 campuses and 2 senior high school in Bandar Lampung, the participants got explanation and guidance about the competition from the committee. On May 6th - 7th 2011 The participants had to register first. On that day the participants were filled their form such as their identity, education background, photo. And then continued on May 13th -14th 2011, the committee selected the participants from 550 to 350 participants based on their face performance and achievements.

Using audition system the participants entered workshop section on May 22nd – 25th 2011 , in this section the participants got some activities as follow:

- Sunday, May 22nd 2011 : The participants got explanation about a glance of Bandar Lampung and about *Muli Mekhanai* Bandar Lampung. In this section the participants got talent building instruction, it was given by Indra Pradya from Culture and Tourism Office.
- Monday, May 23th 2011 : This day the participantns got intruction about communication and personality development program and mentality with informant Indra Pradya from Culture and Tourism Office.
- Tuesday, May 24th 2011: The participants studied about personality ethics and professional image also about Lampung in general.
- Wednesday, May 25th 2011: This day was the last of workshop activity. The participants learnt about performance building section with instructors Dedi Guswianto, Adhi, Selvi, Isara and choreography by Adi Ardi.

On May 25th 2011 the committee also announced the elimination of semifinalists and had chosen 64 participants with the title best semi finalist. Then the next step, on June 1st – 2nd 2011 the participants got writing test, interviewed test in front of four juries with different evaluation. Continued on June 3rd 2011 the participants followed talent show and performance in Wira Garden Hotel. Finally, 26 best finalists had been chosen.

13 finalist couple was representative from some campuses, schools and from Sub districts in Bandar Lampung. 13 finalists couples who had been chosen followed some activities starting from workshop, table manner in Novotel, psycho test and fingering system test than social devotion activity, promotion and city tour. Also including quarantine process for three days in Wira Garden Hotel.

And on June 10th 2011 was the final night from this event with the winner formation as follow:

- The first winner of *Muli* was Farahdiba Citra Olivia and *Mekhanai* was Dommy Suharda
- The second winner of *Muli* was Karina Permata Sari and *Mekhanai* was Reza Guntara
- The third winner of *Muli* was Nabila Cyntia Putri and *Mekhanai* was Ahmad Febri
- The fourth winner of *Muli* was Siska Maharani and *Mekhanai* was Rizky Akbar Kurniadi
- The fifth winner of *Muli* was Nancy Grace and *Mekhanai* was George Andreas

- The sixth winner of *Muli* was Ayu Tiara Kanchika and *Mekhanai* Agus Kurniawan.

The winner of attribute awards were as follow:

- *Muli* of Tourism: Ana Khoiriyannah
- *Mekhanai* of Tourism: M. Ichtiar Dg. M
- Talented *Muli*: Rina Tanaya
- Talented *Mekhanai*: Rico Febrianto
- Photogenic *Muli*: Senja Pratiwi
- Photogenic *Mekhanai*: Roni Sidharta
- Favorite *Muli*: Balqis Talitha Ardila
- Favorite *Mekhanai*: Ivand Fajri.

They were elected as tourism ambassadors 2011 and would follow the higher level competition as delegations of Bandar Lampung, namely Krakatau Festival and reserved to get certificate, trophy, and cash money.

Muli Mekhanai as tourism ambassadors have some duties such as to promote art, culture and tourism of Bandar Lampung and also social activity. Beside that *Muli Mekhanai* also have another duty which is divided into two sections namely:

1. Official duties, *Muli Mekhanai* should accompany the mayor of Bandar Lampung city in government event to become booth minder and to become spoke person in art sector, culture and tourism in every exhibition internal event or external of Bandar Lampung.
2. Organization duties, in this duties *Muli Mekhanai* have some organization duties which are divided in to four sector:

1. Social sector
2. Art, culture and tourism sector
3. Guiding improvement Sector and Human Resource Cultivation Sector
4. Administration institutional sector.

Referring to the mission and vision of Tourism and Culture Office Department which has been explained in the first chapter. The main purpose of *Muli Mekhanai* event is to attract visitors to Bandar Lampung city.

Table of visitors of Bandar Lampung tourism by Culture and Tourism Office of Bandar Lampung from 2005 until March, 2011:

Visitors	Year					
	2005	2006	2007	2008	2009	2010
Domestic Tourist	373.223	407.239	449.129	510.387	577.804	635.584
Foreign Tourist	9.584	10.418	7.057	3.626	3.682	4.050

Visitors	Year
	2011 sd Maret
Domestic Tourist	162.484
Foreign Tourist	2.133

So, based on the data from Culture and Tourism Office, the writer knows that the visitors from domestic and foreign tourists are not balance. In fact Bandar Lampung region have high potency of tourism and wealth of culture that could increase Bandar Lampung tourism because as we know there are many tourism market competitions from Java and Bali. The Culture and Tourism Office has some programs to attract visitor to Bandar Lampung and *Muli Mekhanai* competition as one of promotion program from Culture and Tourism Office to attract visitors to Bandar Lampung.

One effort of this competition, Culture and Tourism Office invited some foreign tourists and *Cak ning* from Surabaya to come to this competition especially on final night of *Muli Mekhanai* Competition. From that effort the writer thinks that *Muli Mekhanai* as tourism ambassador could give influence for Bandar Lampung tourism.

Because the banners on their shoulder are not only sheets of ordinary cloth but also a symbol of hard work, dedication and loyalty to their title.

For one year she or he will hold the title as *Muli Mekhanai* Bandar Lampung. Only those with strong idea and understanding to develop Bandar Lampung will give meaningful contributions to development of Lampung art and culture.