

## **CHAPTER I INTRODUCTION**

### **A. The 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 Lampung Province for the skillful workers who have a good skill, on English language and had a proper skill to work at the work field related with English.

Those fields mentioned above are: translation and interpretation, tourism sector, hotels, restaurant, communication and export-import etc.

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

In the last semester of D3 English programs curriculum, all the students are given a 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 learn in campus.

D3 English Professional Program Unila in carrying out the field practice program cooperates with state institutions and private the region of Lampung Province, in the 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 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. The 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 universities are better known to the profession community and also to adjust English D3 Program with the real work

## **4. The Target of Field Practice**

Field practice program was designed with three basic targets, consisting of

- a. For students, this program is expected to change their mental attitude from being only students to become skill full workers, who are professional in their field, by obeying the rules of work, disciplines and a work ethos. 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 able to improve the concept of link and match between campus and the work field so that good programs and curriculum can be arranged base on, the needs of work field.
- c. It is expected for Unila and the recipient institutions to create a mutual cooperation in order to participate in the development of Lampung Province and national development in particular.

## **B. Background of Culture and Tourism Office of Bandar Lampung**

This chapter contains of analyses some aspect of Culture and Tourism office of Bandar Lampung city. The detail of description can be presented below. There are five points to be discussed:

1. History
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**

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

- a. Government Regulation number 24, 1979 about moving a part of government's affairs in the tourism sector to the Regional Government level I to manage affairs are : Inn affair, restaurant affairs, area camp affair, tourism object, night club affairs and promotion affair.
- b. Regional Government Number 16, 1991 about moving a part of Regional Government Level I affair to Regional Government Level II in Lampung Province to manage affairs are : Inn affair, tourism object affairs, area camp affairs, youth inn affairs, recreation business affair, restaurant class B and non-class affairs.
- 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 Decree of the Mayor of Bandar Lampung Number 09, 2009 about Organization and Tourism Office of Bandar Lampung, consisting of:

### **A. The Head Department**

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

### **B. The 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 consists of three sections as follow:

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

this section has many duties are:

- a. Managing, Monitoring, and evaluating the compilation programs.
- b. Managing the public administration and employee programs.
- c. Managing the financial affairs.

#### **1. Sub Division of Public and Employee Affairs**

This section has many duties are:

- 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 carry the management and administration of employee affairs report that include activity of material preparation planning compilation of employee need, mutation, discipline, employee, development and employee prosperity.

### **3. Sub Division of Financial**

This section has many duties are: a. to carry out the management of administration financial affairs, administration, salary, and administration of traveling office.

- a. To compile entry and responsibility of financial report
- b. 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 are:

- 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 industry of film in create, promote, sell, hire and around film show in the city.
- e. To give appreciate to artists that meritorious to Regional Government.
- f. To control art place
- g. To carry out the management art activities center
- h. To carry out data collection and culture information, activity in the art and culture division and controlling activity in the culture division.

The Culture Division has some sections are:

#### **1. Section of Arts and Culture**

This section has many duties are:

- 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 are:

- 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 are:

- 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 are:

- 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
- e. To give the permission recommendation to the development of Tool and Tourism Service

Section of Tool and Tourism Service has some section are:

### **1. Section of Accommodation**

This section has many duties are:

- a. To arrange direction and techniques plan direction of accommodation
- b. To arrange the plan, carry out and evaluate accommodation activity
- c. To prepare founding, 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 are:

- 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 prepare founding, 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 are:

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

### **E. Section of Founding Tourism**

This division has some functions are:

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

Division of Founding Tourism has some section are:

### **1. Section of Object and Tourism Attraction**

This section has many duties are:

- 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 carry out founding, 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 Founding and Special Interesting Tourism**

This section has many duties are:

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

### **3. Section of Entertainment Public Founding**

This section has many duties are:

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

### **F. Section of Promotion**

This division has some functions are:

- 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 are:

### **1. Section of Promotion**

This section has many duties are:

- 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 are:

- 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 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 are:

- a. To arrange the plan, carry out and evaluate the tourism society foundation activity awareness
- b. To arrange of tourism guiding activity awareness
- c. To construct and to guide the group of tourism society 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:

**“CREATING BANDAR LAMPUNG AS A TOURISM CITY”**

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

1. To increase and to realize culture potency and tourism as object and tourism attraction
2. To increase founding and service in culture and tourism division
3. To increase infrastructure, tool and facility in culture and tourism division
4. To create seventh entrancing as attractively for tourist and investor

### **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 duties to prepare and control those tourism places.

The other products given by the office are pamphlets, booklets and brochure. All of them are used to promote Bandar Lampung Tourism to the public in order for the public to know information of tourism Lampung and what the events are held.

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

### **C. Job Description**

During the field practice activity was carried out for two months, from May 2<sup>nd</sup>, 2011 to June 30<sup>th</sup> 2011. The writer was welcomed to the office on May 2<sup>nd</sup>, 2011 on that day the writer and other friends was introduced with all staffs in that office. The writer was placing in one division, that is:

Founding Tourism Division, is one division where is active in the development of tourist destination area, controlling entertainment public. In there, the writer help the staffs type a letter, making budget and so on.

But in June the office held annual event named Bandar Lampung Festival. The competitions of *Begawi Bandar Lampung 2011* are *Muli-Mekhanai Election*, *Lampung pop song*, *jajan pasar competition*, *mawalan or Qhosidah group competition*, *dance competition and Traditional food*. Therefore most of practitioners activity during carried out the field practice was helping the preparation of the festival.