

CHAPTER I INTRODUCTION

A. Background

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. 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 of the office

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 affairs in the tourism sector to the Regional Government Level I to manage affairs are: Inn affair, restaurant affair, area camp affair, tourism object affair, night club affair and promotion affair

- b. Regional Government Number 16, 1991 about moving a part the Regional government Level I affair to Regional Government Level II in Lampung Province to manage affairs are : Inn affair, tourism object affairs, area camp affair, Youth inn affair, 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 Number 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 Dr. Susilo Street number 02 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 Structure of Culture and Tourism Office of Bandar Lampung, Consisting of:

A. Head of Department

The duties of the 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 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 affairs.
- c. Managing the financial affair

2. Sub Division of Public and Employee Affairs

Section has many duties are :

- a. To carry out the management and public administration report including management of document office, structuring of report office, carry out of household affairs, manage the tools, public relation, law affairs and getting meeting office.
- b. To carry out 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.
- 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 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 aesthatetics, 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

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

“TO MAKE BANDAR LAMPUNG CITY AS CULTURE 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 founding and service in culture and tourism division
- c. To increase infrastructure, tool and facility in culture and tourism division
- d. 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 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's on order to the public's know information of tourism Lampung and what the event are the held.

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

5. Job Description

During 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 other friends was introduced with all staffs in that office. The writer was placed one section because there is no rolling call.

The writer was placed in:

- Marketing Division. In this division the writer was help the staffs such as, type a letter, copy a letter, written tourism visitors and others.

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*. Therefore most of practitioners activity during carried out the field practice was helping the preparation of the festival.