

CHAPTER I INTRODUCTION

1.1. Background of Problem

This field practise is one of the subjects in 6th semester. It is obligation for the students of Diploma III in English for Profession to follow. The writer has done field practise program at the Government Office Tourism, Arts and Culture (TAC) of South Lampung Regency in Kalianda from May 2 to June 30, 2011. All of the activities have been done during the field practice was illustrated in this report. This report has been written as one of the requirements to finish my study at Diploma III in English for Profession. This part discusses history, characteristics, structure of the organization, vision, mission, strategy, and products Tourism and Culture Office of South Lampung Regency.

Diploma III of English in the Language and Art Department of the Teacher Training and Education Faculty of Lampung University is established to fulfill the Lampung region which needs professional people who have ability in foreign language especially English and have ability in field sector such as interpreting, hotelary, tourism in export import, secretary, send a letter, and office management. The students of this program are expected not only to have knowledge and skill in English but also have practical experience to work on those sectors.

Because of that, Language and Art Department of Lampung University has opened the Program of Diploma Three English Profession according to Decree (SK) of General Directorate (DIRJEN) of High Education of Education and Department No.44/DIKTI/KEP/2001.

For doing this program, Diploma Three English Profession provide the students knowledge and skills in English Language that can be used actively both in speaking and writing. Besides, the students are also given practical ability like translating, interpreting skill, entrepreneurship, tourism, and administration. In the sixth semester the students of D3 English Profession are given special skills that are real experiences in business world in field practise program. This program is designed for the students to know the real experience and to practise the knowledge have been learned at College. So, D3 English Profession of Lampung University in carrying out the field practise program cooperates with public and private institution in Lampung Province.

South Lampung Regency has many natural resources and tourism objects, and culture. The potentials of tourism have not yet produced positive impacts on the location and community in that area. It means that it is not yet professional organization and it is still lowly supported industry of tourism, but also the potential of tourism will be developed by community and institution to increase tourism sector in the South Lampung Regency.

It has been designed as one of tourism areas. South Lampung has many potentials of tourism such as Maritime, tourism object of culture, tourism object of nature, tourism object of water. Besides, there is support from market access, out of

regency like market access or customer from Bandar Lampung. Customer access from outside Lampung area such as Jakarta, Banten, Tangerang, Bekasi province. Letter support infrastructure like the first main road is very good to excursion go to objects it is prevented.

1.2. History of Tourism and Culture Office of South Lampung Regency

Tourism and Culture Office of South Lampung Regency is established based on the Regional rule number 16 in 1991 about Government matter in Tourism sector, from the Provincial Government to the Regional Government. By the describing of the entrustment above, the local Government, take out the rule number 11, 1994 about the formatting of organization and work system of Tourism and Culture Office of South Lampung Regency. The office is provincial institution, which is established based on Regional Regulation of South Lampung Regency number 04, 2002 about Regional Institution or sets of equipment Regional of South Lampung Regency. Decree of Regency number 28, 2004 about job description and occupation and about the explanation of assignment and the official position of Tourism and Culture South Lampung is part of institution internal South Lampung Regional led by a head of officer.

The Tourism and Culture Office have function to develop South Lampung Regent. In 2002 Tourism and Culture Office of South Lampung Regency makes a structure as responsibility about assignment and function. Tourism and Culture Office of South Lampung Regency has assignment to help Regent as the head of regional in bring to organize regional affair in part of Tourism, Arts and Culture with production which given by central government although Lampung Province.

The function of Tourism South Lampung Regency are Wisdom of formulation technical in part of Tourism, service, supporting, and implementation regional of Government in part of Tourism South Lampung Regency. Tourism and Culture Office of South Lampung Regency is located on 47 Kolonel Makmun Rasyid street, Kalianda, South Lampung Regency 35513.

1.3. Characteristics of Tourism and Culture Office of South Lampung Regency

The characteristics of this Office which are responsible for the Regent of South Lampung Regency. The main duty of the office is to operate the authority of Tourism and Culture based on regulation prevailed.

The policies which have been maintained by the Regent are:

1. Arranging the material of regulation and technical guideline in Tourism and Culture Office of South Lampung Regency.
2. Realizing and managing Tourism and Culture Office of South Lampung Regency.
3. Preserving and controlling technically in the Tourism and Culture of South Lampung Regency sector.
4. Formulating the planning and technical strategy in the Tourism and Culture Office of South Lampung.
5. Extending the construction and licensing in the Tourism and Culture of South Lampung Regency.

1.4 Structure Organization

The structure of the Tourism Organization based on the Decree of Regent of South Lampung Regency number 28/2003 dated April 5, 2003 about the Structure and job description of the office. The explanation of each duties is stated and divided into 5 divisions in the following:

1. Head of Office
2. Administration Division consisting of the following, sub-division :
 - a. Sub general Section.
 - b. Sub division of Planning, Evaluating, and Reporting.
 - c. Sub division of Finance.
3. Tourism Development Divisions consisting of the following, sub-division :
 - a. Means and Tourism.
 - b. Objects and Tourism Attraction.
 - c. Service Exertion and Tourism Development.
4. Arts and Culture Divisions consisting of the following, sub-division:
 - a. Arts.
 - b. History and Ancient Artifacts.
 - c. Section of Culture and Museum.
5. Marketing Divisions consisting of the following, sub-division:
 - a. Promotion.
 - b. Information Service.

1.5 Employees

The number of employee in the Tourism and Culture of South Lampung Selatan Regency is sixty eight people, and they consisted two categories, that is Civil Servant and Based wage Earner, each of them has different group. This group is started from I.C until IV.C meanwhile this group is categories according to education level.

All of the sections above have each duty and the duties will be clarified in next page, and the number of employee can be seen at the appendices.

1. Head of Office

Head of office has four duties, consisting of:

- a. Preparing of program and techniques policies in the Government Office of Tourism, Arts and Culture of South Lampung Regency.
- b. Leading, guiding, coordinating, controlling, implementation of program in the Government Office of Tourism, Arts and Culture of South Lampung Regency.
- c. Report and evaluation of program in the Government Office of Tourism, Arts and Culture of South Lampung Regency.
- d. Arranging and Organizing of program and technical policies.

2. Divisions of Administration

Division of Administration, consisting of:

- a. To arrange the planning of the office program.
- b. To manage the household and the office tools.

- c. To realize the administration of public and employee affairs.
- d. To arrange the reporting.
- e. To realize the coordination and public relation.
- f. To manage finance.

The administration division is divided into some sub divisions, consisting of:

- a. Sub General Division.
- b. Sub Division of Planning, Evaluating, and Reporting.
- c. Sub Division of Finance.

a. Sub General Section

The main duties of Sub General Divisions are:

1. To manage the household, maintenance office tools.
2. To give the information and data service.
3. To carry out the correspondence that consist of concept, typing, multiply, filling and delivery.

b. Sub Division of Planning, Evaluating, and Reporting

The main duties of sub division of Planning, Evaluating, and Reporting are:

1. To arrange the reporting and evaluation of work programs.
2. To arrange the regulation, orientation, technical direction, and the policy in the Government Office of Tourism, Arts and Culture of South Lampung Regency sectors.
3. To arrange the office planning and work programs.

c. Sub Division of Finance

The main duties of Sub Division of Finance are:

1. To arrange the office budget
2. To arrange the finance responsibility and the report
3. To arrange the administration of official salary and official travel
4. To arrange the routine administration finance.

3. Divisions of Tourism Development, consisting of:

Division of Tourism Development has two main duties are:

- a. Arranging the plan of Development, construction, management controlling and permission of tourism object, attraction, recreation, places and entertainment.
- b. Inventory and mapping of object potency, location of tourism object, frontier area and site plan.

Meanwhile, the Sub Division of Tourism Development is divided into section of means and tourist area:

- a. To make the frontier and site plan, to issue the operational permission of hotels.
- b. To arrange the technical direction for clarification and the evaluation of accommodation criteria.

The Tourism development division is divided into some sub divisions, consisting of:

a. Section Objects and Tourism Attraction

The main duties of Section Objects and Tourism Attraction : to facilitate the celebration by means and infrastructure of tourism object and cultural arts, to invent the potency of tourism object, and giving allowance to build and to add the tourism object, recreation and public entertainment.

b. Section of Service Exertion and Tourist Environment

The main duties of Section of Services Exertion and Tourist Environment : Organizing and controlling the development activities, Preparing the development activity, Job Classification, Preparing administration that consist of travel agent, tour guide, tour leader, waiter/waitress, exhibition and festival.

4. Divisions of Arts and Culture

Division of Arts and Culture has three main duties, consisting of:

- a. To arrange the work program to develop art and culture sector.
- b. To control activities of art and culture which have been developed.
- c. To carry out guidance in art and culture sector.

This division is divided into Section of Art, Section of History and Ancient artifacts, and Section of Culture and Museum.

a. Section of Art

The main duties of Section of Arts, are:

1. To give permission to build and the established the arts gallery, temporal how, theater.
2. To arrange work program in art sector and initiate the construction and development of traditional arts.

b. Section of History and Ancient artifact

The main duties of section of history and ancient, are:

1. Finding the data about ancient artifacts, local history, and culture.
2. Keeping and saving the ancient and historical artifacts.
3. Preparing the permission related to historical and ancient artifacts.

c. Section of Culture and Museum

The main duties of Section of culture and Museum, are:

1. To collect and research the traditional culture, native languages, and literature
2. To guide the center of traditional culture, to control and maintain the cultural park, monument and museum.

5. Divisions of Marketing

Division of Marketing has two main duties, are:

- a. To carry out cooperation with government, mass media, and electronic organization and personal in the Government Office of Tourism, Arts and Culture sector for marketing.

- b. To carry out promotion in local, regional, and international about the Government Office of Tourism, Arts and Culture that existed in South Lampung Regency.

This division is divided into Section of Promotion Section of Information service.

a. Section of Promoting

The main duties of Section of Promotion, are:

1. To make brochure, leaflet, Guide book and poster of promotion realization in the Government Office of Tourism, Arts and Culture.
2. To conduct publication promotion by electronic mass media.

b. Section of Information Service

The main duties of Section of Information services,are:

1. Planning and collection the materials which related to the information service activity of the office.
2. Making the report about tourist visitation, to realize the development of native literature and realize the public relations.

1.6. Vision and Mission

1.6.1 Vision

The vision of Tourism and Culture Office of South Lampung Regency is becoming the tourism and culture institution which is able to reform the tourism

and culture as a main sector to the development of local economy in South Lampung Regency.

1.6.2 Mission

Mission the mission of Tourism and Culture Office of South Lampung Regency are:

- a. To increase the regional tourism product that is orientated in public economy.
- b. To increase professionalism and tourism and culture services.
- c. To increase the facilities and infrastructure in tourism and culture.
- d. To development the appreciation regional culture.
- e. Introduce and promote natural potential, art and culture region in tourism development.

1.7. Strategy

The strategy the Government Office of Tourism, Arts and Culture of South Lampung Regency Department includes:

- a. Ability (Purpose Achievement)
 - To increase and to develop the quality of human resources.
- b. Program (The implementation to realize the ability)
 - To send the office staff to the special training, education, and courses.
- c. Activity (The application of program)
 - To send the office staff to follow the Government Office of Tourism, Arts and Culture skill courses and the structural training and education.

1.8. Products

There are many kind of tourism object in South Lampung Regency directly managed and controlled by the Government of Tourism and Culture Department. The owner of those objects are quite different, some of them are owned by Forest Department, Public Society, Personal, Institution, Private Government, Local Government and the others. Tourism object of South Lampung Regency is divided into the three shots based on Tourism Resource, that is natural, Culture and Artificial Tourism Object.

1. Natural Tourism Objects

Natural Tourism Objects is tourism destination objects which has many function such as for sightseeing, recreation, refreshing and many others. This objects such as beaches, waterfalls, mountain, gardens, forest, bathing places and the outer natural objects which is based on the Natural Resources. Generally, those objects are located not only in the land, such as mountains, lakes and forest but also on the edge of seas and beaches, such as coasts and corals (see appendices). Some interesting tourism Objects in South Lampung Regency, they are:

a. Merak Belantung Beach

Lies in the small gulf, namely Belantung gulf next to Kalianda Resort. The clean and interesting natural scenery is suitable for relaxing and swimming with the family. Facilities available are shelter, parking area, dress room and mosque, etc. It could be reached within 45 minutes from Bakauheni Harbour or an hour from Bandar Lampung City.

b. Kalianda Resort

The resort could be reached an hour from Bandar Lampung or 45 minutes from Bakauheni it provides an adventure arena. Four units camping ground, bungalows, jet skies, beach facing cafeterias, conference room, mosque, bicycle for rent, and canoes. There are many ways to have a fun in this area, such as adventure tour cracatoa, small island in the southern Lampung gulf, diving near Sebuku island, Fishing, boating and jet sky.

c. Pasir Putih Beach

Pasir putih beach is a beach with beautiful sea scenery. The facilities available are shelter, bath room, boat, etc. It lies on the village of Tourism. It is about 15 km from Bandar Lampung. Tourist can relaxed, swimming, and boating to Condong island.

d. The Volcano of Cracatoa

The island of cracatoa officially belong to Kalianda district, South Lampung Region. Those island are located in the Sunda Strait, between most western part of Java Island and most Southern part of Sumatra Island. The Islands are protected by conservation system. It has dry season on September to March, with average rainfall is 850 mm/year.

Island of Cracatoa has attracted both of domestic and foreign tourist, especially for the researches since it is a kind of natural laboratories for many disciplines, such as Geology, Conservation, Biology and Volcano logy. In addition, the panorama of small cracatoa sunset is very exciting

and interesting to be watched. Island of Cracatoa is a small archipelago land, comprises of Sertung Island, Rakata Island, Panjang Island and Small Cracatoa rises in the mid of three others in 1972 or 44 years after the spectacular in 1883.

Among the four islands of Cracatoa, the active volcanic island is Small Cracatoa. Small Cracatoa is unoccupied island and now many tourists come to carry out a survey and research.

This island is getting higher and higher every year. Cracatoa Festival is an attractive event that is held usually on the second or third week of July in Bandar Lampung City and Kalianda Town, the capital of South Lampung Regency which was known as “Cracatoa Festival”.

2. Culture Tourism Object

The Culture Tourism Object included the tourism products based on the Cultural Heritage Resources. The cultural heritage resources is divided into two forms that is tangible form, such as sites, funerals, palaces, museums and intangible form, such as cultural and socio-cultural tradition.

The visitor who visit those objects have several purposes, one of them is for pilgrimage. The Cultural Tourism Objects in South Lampung Regency include:

- a. Cave Maja Site.
- b. Rangai Village.
- c. Raden Intan Funeral.
- d. Palas Pasemah Site.

3. Artificial Tourism Objects

Truthfully, Artificial Tourism Objects are human created which is intentionally created to fill the human necessity. The necessity is directly and indirectly created to be the tourism resources, such as tourism shopping activity, tourism education, tourism sports and recreation park area.

The Artificial Tourism Objects in South Lampung Regency.

- a. Laguna Helau.
- b. Dayung Park.
- c. Gunung Betung youth Camp.
- d. Bakauheni Harbour.
- e. Siger Tower.

In this case, the Government of Tourism and Culture Department realized that the tourism object cannot be established without other supporting factor to complete the tourism activity in South Lampung Regency.

In addition, the Government of Tourism and Culture Department decided to build some facilities to become the supporting objects of tourism activity.

1.9. Job Description

The job system in tourism and Culture office of South Lampung Regency is divided into four divisions. During field practice in there, the writer had been given enough jobs. The writer was given position in Art and culture Department in order to know all about the activities and duties in that office.

The writer carried out her field practice in Tourism and Culture Office of South Lampung Regency from May 2 to June 30 2011. During the writer carried out her field practice, every Friday, the writer and the entire officer of Tourism and Culture Office of South Lampung always visited Banding Resort Beach and sometimes she and the staff of division of Tourism Development and Division of Marketing also visited tourism object like Way Belerang Sukamandi and Way Belerang Simpur.

From the first week in May to the last week in June, the writer had been placed in Development Department and she had been given some jobs to assist the staff of that office, those are:

- a. Updating data of Tourism and Culture office of South Lampung Regency.
- b. Preparing the event matters related with the tourism activities.
- c. Typing the formal letters such as acknowledgement letter.
- d. Translating and retyping the book of tourism.

Actually, there are many activities in Tourism and Culture office but for this year, there are no many activities.