

CHAPTER II DISCUSSION

2.1. The Relation and Norm of the Office

2.1.1. The Relation with Staff

The writer's relationship with the staff is very good. The staff in the Tourism and Culture Office of Bandar Lampung always helps the field practice student in their field practice program. So they can do their duties very well in there.

The data of staffs in Tourism and Culture Office of South Lampung, consisting of:

- a. Total Staff = 63 people
 - Civil Servant = 38 people
 - Wage Earners = 25 people

- b. Total number of staffs in four divisions, consisting of:
 - Division of administration = 7 people
 - Division of development = 15 people
 - Division of marketing = 13 people
 - Division of art and culture = 16 people

c. Total number of staff according to the rank:

Total of officers according to the rank

Group of IV/c : -

Group of IV/b : 1 People

Group of IV/a : 2 Peoples

Group of III/d : 7 Peoples

Group of III/c : 5 Peoples

Group of III/b : 3 Peoples

Group of III/a : 6 Peoples

Group of II/d : 1 People

Group of II/c : 4 Peoples

Group of II/a : 10 Peoples

Group of I/c : -

Based on wage earners : 25 Peoples

The number of staff in Tourism Culture office is sixty three; there are thirty eight people of civil servant and twenty five people of based wage earners. Each staff is divided into four division:

1. The Division of staff Administration

The number of staff in this division is seventeen people. In the division of staff administration works directly under the controlling of had office itself.

The main duty of this section is arranging all that relate to the administration section and all needs of this office, such as making a formal letter, delivery a

letter to other office, asking a signature directly to head office and all of report to the others section in the government office of tourism, arts and cultures.

2. The Division of Staff Development

The number of staff in this division is fifteen people. The main duty of this division is to make the tourism developed rapidly. In this division is also under controlling by head office.

3. The Division of Staff marketing

The number of staff in this division is thirteen people. In this division the employee make a promotion to promote object tourism in South Lampung and outside Lampung.

4. The Division of Staff art and culture

The number of staff in this division is sixteen people. In this division the employee make a letter for participant multi-mekhanai listing the name participate at Lampung Pop Song contest and prepared the administration form to be filled by them.

The writer was assigned in each sub division all of officer this office gave guide, if she got trouble in this office. She got many suggestion and knowledge during the field practice. During the field practice, the writer cooperated with her friends and the office staff to finish her duty.

The staff in this office gave information about The Tourism and Culture Office of South Lampung Regency, in this correspondence using Indonesian because there

still Indonesian languages in job area or in cooperatives program regionally or internationally. The oral communication is always in Indonesia except for foreign country to give personal training. They got the training in local area and the language in Indonesia.

2.2. The Relation with the Office Facilities

The facilities that she got during the field practice here in Tourism and Culture Office of South Lampung Regency, consisting of :

a. Computer

Almost every day during the field practice here she used the computer to type letter and other administration assignment which has been given by the staff.

b. Printer

The letter and the other administration assignment which has been type by her directly printed using by the printers.

c. Laptop

She used the laptop to type the letter or other typing assignment when the extinguished is happened or the others computer are crowded.

d. Files cupboard

Files cupboard contain of the files of the office that she needed to support and to finish the work in order to find the matter or information, relation of the office.

e. Book cupboard

Book cupboard contain of the tourism book of South Lampung Regency. The photographs of the tourism object and the other important books and data such as the book containing of the information about the facilities.

2.3. Relation with Client

In this case, the writer's clients are everyone who serviced by her. For example when the staff of marketing division who ask her to type the letter, ask the signature, translate book and the others. Beside that, because many clients who come to the Tourism and Culture Office have main purpose, so that the writer help the staff of marketing division to service the clients.

For examples, the clients who come to this office has purpose is to find more information about the tourism objects in South Lampung. Usually, they are coming there to get more information about the located, price of entry ticket, how far the distance of each objects, transportation and accommodation facilities. One of the services which gave for them is helped the marketing division staff to give the tourists some books that the contents more information about the tourism object's information.

2.4. Relation with Norm

The writer feels that the norms of this office are not too difficult because the norm which is occurred in this office same with the norm out of this office. The norms are hold by all of the staffs of the office and also the writer. Some norms which held in there, consisting:

a. Clothing Norm

Clothing norm in the Tourism and Culture Office Of South Lampung Regency is same with the dressing norm in other Government Office, which is the staff of this office, must wear the uniform and shoes.

b. Polite Norm

Polite norm is not only in speaking but also in our self attitudes. The polite norm in this office is similar with polite norm in the writer's daily live. The staff must to perform their best attitude when they interact with the other people either older or younger people.

c. Disciplinary

Disciplinary of this office is the important norm of this office. The time work in this office is from 8 AM to 2 PM, it progress from Monday to Thursday for a week, especially in Friday, the time work is shorter that is from 8 AM to 11 PM. Only on Friday, all of the staff in Tourism and Culture Office hold a gymnastic and it is usually held in front of the office.

There are some exceptions which have given by the writer during field practice in this office and it was agreed by supervisor. The exception has given to the writer because her position in this office is only as a field practice student. The exceptions are:

- a. The supervisor give the writer time work from Monday to Thursday at 8 AM to 2 PM.

- b. The writer is not asked to wear a uniform that staff do. The writer is only asked to wear formal clothing.

2.5. The Skill needed to be Developed

During field practice in Tourism and Culture Office of South Lampung Regency, the writer almost uses all of the skill that the writer has learned on Campus. The skill should be developing are:

a. Computer Skill

Most of the office works must finish by using computer unit, particularly in writing letter. During field practice in Tourism and Culture Office of South Lampung Regency the writer has problem about computer skill because the writer only has basic computer knowledge. It seems that the computer skill is really needed to be owned and developed in a job.

b. Tourism Management

Tourism management has inclined the way how to manage the tourism object and prepare the facilities which might be able to support in the tourism management and tourism object itself. The main part in tourism object is marketing. The marketing activity is promotion activity to public, neither domestic nor foreign public in order to make the visitor interesting to visit the tourism object in Lampung, especially in South Lampung Regency. So, before going a field practice the writer given more practice about tourism management.

c. Work Ethic Skill

In this case, the capability to manage or develop the tourism management is very important to be owned in order to develop the tourism sector in Lampung, especially in South Lampung Regency. Unfortunately, the writer has this skill to develop and manage them but the writer needs practice before she did field practice so she can feel easier to apply when she does field practice.

2.6. Curriculum in D3 English Program

Based on experiences which she got during field practice in Tourism and Culture Office of South Lampung regency, there are some important lessons which must be improved. It is cause the office which is placed by the writer is the institution which have strong relation with the tourism sectors and it surely supported by the linguistic science, particularly English Language where there are other skill on it, such as:

a. Speaking skill

The main purpose why the writer should study speaking is to be able to communicate in English with the other people without any difficulties. Speaking skill includes grammar, vocabulary and listening skill. We are able to talk in English with other partner or friend fluently if we had learned those skill much. Grammar is the skill to arrange word by words to become good sentences and it will make our speaking good to be heard and to be understood based on the time of the activity happened. The activity is happened at the past, present or future time. Vocabulary is the skill to understand what the

means of the words in English. It is also to understand how to pronounce the words. Listening is the skill to understand what the other people tell, say and explain.

In fact, during field practice in this office, the writer has really used those skills when the writer spoke with her friends, the staff, and head of office of Tourism and Culture of South Lampung Regency, and the writer also has really joy to practice it with them. The writer sometimes feels difficult to speak English with them because we seldom practice at the time.

b. Translation skill

Translation is the ability to understand the means or message sentences of foreign language. In translation skill, the writer has to learn how to translate the sentences or text to be a good translating not only it is easy to read but also it is easy to be understood by the reader. During field practice in this office, the writer always tries to use this skill because some of the office works that the writer do relate to translation skill.

Usually, the writer was asked for translating to some books about the tourism. Finally, because the writer has studied a lot about translation so she has no difficulties to translate the words, sentences, and so paragraph. However, the writer has the obligation to study this skill more deeply and seriously to face the real condition.

c. Tourism Knowledge

Tourism knowledge is the ability to know exactly about the tourism information, such as: tourism geography, tourism profile and the kind of tourism object. The main purpose of tourism around in our country and the world.

Actually, during field practice in this office, the knowledge about tourism is very important because we can know how to qualify the tourism object and what the other thing that can make the objects become interesting and exciting to be visited by the visitor. South Lampung Regency is surrounded by a lot of natural tourism objects, some of them are beaches.

The writer left that the knowledge about tourism is very important because it can help the writer to understand the profiles of visitor who visit the tourism objects are. The writer also knows what the facilities must be prepared to support those tourism objects in order to fill their necessity.

d. Office Management

Office management is the skill of all about the office work, such as: office system, office facilities, and office services. The main idea of office management is mention the office work and everything that relate to it. Based on the experience during field practice in this office, the knowledge about the office management is very useful because we can know how to work effectively and efficiently.

2.7. Analysis of the Problems

Tourists from Indonesia and other countries such as America, England, France, etc., like to visit other places where are outside city even country from their house although those places are far from their house and many objects of tourism where are near with their house. It causes they want to see cultures of the other cities or countries which are different with cultures of their cities or countries. Beside objects of tourism, culture is something which can make they are interesting to visit.

Tourism in Indonesia is currently overseen by the Ministry of Culture and Tourism. International tourism campaigns have been focusing largely on its tropical destinations with white sand beaches, blue sky, and cultural attractions. Beach resorts and hotels have been developed in some popular tourist destination. At the same time, the integration of cultural affairs and tourism under the scope of the same ministry shows that cultural tourism is considered an integral part of Indonesia's tourism industry, and conversely, that tourism is used to promote and preserve the cultural heritage.

Ten most tourist destinations in Indonesia recorded by Central Statistics Agency (BPS) are Bali, West Java, Central Java, East Java, Jakarta, North Sumatra, Lampung, South Sulawesi, South Sumatra, Banten and West Sumatra (actually there are 11 provinces due to Banten is part of West Java before).

In this report, the writer trying to analyze the role of *Desa Wisata Merak Belantung* to develop tourism in South Lampung.

The role of *DESA WISATA* Merak Belantung to develop tourism in South Lampung

Desa Wisata Merak Belantung is one of program to develop tourism in South Lampung which is located in South Lampung Regency, Kalianda, Lampung province. It is a destination beach area which is located in development zone (Tourism Area) consist of Bagus beach, Tanjung Beo beach, eMBe beach, and Nirwana Resort beach. So, *Desa Wisata* Merak Belantung became one way in a package tourism so that area is easier to get “tourist visit” because that strip already known and became part important in package tourist arranging. *Desa Wisata* Merak Belantung also can improve tourism in South Lampung especially in Merak Belantung village.

With potential tourism which had by *Desa Wisata* Merak Belantung of potential nature such as society management, traditional art, make handycraft, also friendliness society and all of life nuance still beautiful, natural, calm and closer with nature condition, so development of *Desa Wisata* will give benefit enough for resource of human. Beside that, Merak Belantung village also wide land so Merak Belantung village is very potential to create land for tourism activity.

Not only in tourism object but also land to make places for art activity, safety, handycraft, fishing. Merak Belantung village has potential tourism, there are tourism beach such as Bagus beach, Tanjung Benoa beach, Nirwana Resort beach. Tourism culture such as handycraft (make cane work or sculpture) and art such as Bedana dance, Sembah dance, Khudal dance, Rebana.

2.7.1. The Inhibiting factors of *DESA WISATA* Merak Belantung Program of Kalianda Regency

Society in Merak Belantung village generally still not care against development of tourism whereas many potential tourism in Merak Belantung village. They prefer working agriculture land is determinaton. Many people who don't care about facility or place to improve their skill in tourism. Too little tourism awarness of remote in Merak Belantung village don't think to join tourim activities to improve tourism in there. Too little awareness of developer to help society to join activities in *Desa Wisata* Merak Belantung. Too little awareness of government to help financial society as supporting *Desa Wisata* Merak Belantung program. Beside that, society have to need training or institution which helped by government also tourism developer.

2.7.2. The Causing Factors of *DESA WISATA* Merak Belantung Inhibiting Problem

Majority of livelihood society as farmer and worker because they thought that work in agriculture more determined and factor of education level. It make society to work as worker. Cacao plant production is more determined than another comodity plant because from farming cacao, all society wants can achieved (build house, buy transportation, ibadah haji, build social place, build religious place). It caused by the way thinking of society still agriculture. Too little campagne of region government against tourism awareness in destination tourism village so it become inhibiting to do *Desa Wisata* Merak Belantung especially for financial and society's skill.

2.7.3. The Analysis of Problem Solutions

Government and developer tourism have to open the view of society village by social activity *Desa Wisata* potential will give benefit to them. Beside that, government have to give or help to open facility for training like open handicraft course (make cane work or sculpture). Developer also have to explain about awareness tourism. Developer must make group of tourism awareness or society village who interests in *Desa Wisata* program match with potential tourism in there.

Developer have to develop supporting of *Desa Wisata* is training skill who needed by society village such as tour guide skill, handicraft, food souvenir also defend the original of *Desa Wisata* resource about the condition of nature, social culture, cultural art, social economy and architecture of building house.

Beside that, government also must develop infrastructures and facilities in *Desa Wisata Merak Belantung*. So, tourists can feel comfortable to spent their leisure time and travel to *Desa Wisata* can enjoy their vacation.