

CHAPTER I INTRODUCTION

1.1. Background of DIII English Professionals

Field Practice is one of the subjects in 6th semester that should be taken by students of DIII English Professionals.

1.1.1. Rationale

DIII English Professionals as one of the major in the Teacher Training and Education Faculty in University of Lampung was established in order to fulfill the need of Lampung Province for the skillful workers who have good skills on English language and proper skills to work at the work field related with English. Those fields mentioned about are: translation and interpretation, tourism sector, hotel, restaurant, communication and export-import etc.

The students of this program are not only taught to have knowledge and skills in English language but also to have practical ability to work in those sectors, for that reason the Teacher Training Faculty of Lampung University opened English DIII Program based on the degree of Directorate General of Culture and Education Department number 44/Dikti/Kep/2000, which has been for the fourth years now.

In the last semester of DIII English Program 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 to the real work situation and the practice that has been learnt in campus.

DIII English Professionals Program of Lampung University in carrying out the field practice program cooperates with state and private institution in the region of Lampung Province; in this case, she has done the field practice program for two months at Tourism and Culture Office of Bandar Lampung of Lampung Province.

1.1.2. Basis

The basis of the field practice is the decree of Directorate General of Culture and Education Department number 44/Dikti/Fep/2001 about the management of DIII English Program as a section of Teacher Training and Education Faculty of Lampung University to open and maintain English DIII Program. The program is aimed to create worker who has skill in English and can work at the field related to English. Beside that, field practice is also a part of the curriculum of DIII English Program that obligates each student to conduct field practice as one of the requirements to finish her/his education.

1.1.3. Goals of Field Practice

The field practice program has the following purposes

- a. To give the students real work experience in the work field based on ability that they have learnt.
- b. To give students chance to practice their English skills that they have learnt in the relevant work field.
- c. To enable students to have working skill in their time of doing field practice by practicing what they learnt in campus.
- d. To make the University well known by professional community and also to adjust DIII English Program to the real work.

1.1.4. Target of Field Practice

Field practice program is designed with three basic targets, consisting of:

- a. For students, this program is expected to change their mental attitude from being only students to be skillful workers, who are professional in their field, by obeying the rules of work, discipline and work ethos. So, they will be well prepared to enter the real work world. Besides 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 improve the concept of link and match between campus and the work field so that good programs and curriculum can be arranged based on the needs of work field.
- c. It is expected for Lampung University and the recipient institutions to create a mutual cooperation in order to participate in the development of Lampung Province and national development in particular.

1.2. Background of Culture and Tourism Office in Bandar Lampung

This chapter contains of some aspects of Culture and Tourism Office of Bandar Lampung. The detail of description can be presented below.

There are four points to be discussed in this chapter, namely:

- 1.2.1. History
- 1.2.2. Organization of the Department
- 1.2.3. Vision and Mission
- 1.2.4. Product and Service

1.2.1 History

The Tourism and Culture Office of Bandar Lampung was located on Majapahit Street no.3, Enggal and built on August 13th, 1994 based on:

- a. Government Regulation Number 24,1979 about moving government's sections in the sector to the Regional Government Level to manage certain objects, namely : restaurant ,camp area , tourism object , night club and promotion.
- b. Regional Government Number 16, 1991 about moving Regional Government Level sections to Regional Government Level II in Lampung Province to manage certain objects, namely: inn, tourism object, camp area, youth inn, recreation business affair, class B and non-class restaurant.

Culture and Tourism Office of Bandar Lampung was located in Enggal after that it was moved to Teluk Betung but now the Office of Culture and Tourism is located on Susilo Street Number 2 Teluk Betuk, Bandar Lampung.

At that moment Culture and Tourism Office of Bandar Lampung did not have any office, its office was joined with Youth and Sport Office of Bandar Lampung is big, comfortable, and full of facilities compared with the previous office.

Now people are not confused because the Culture and Tourism Office of Bandar Lampung is easy to be reached. However, until now the working system has not been efficient yet because many staffs come from different background and department.

So, it is still difficult for the staffs to adapt with the condition, the effect is that the cooperation in the office is not so good. But I believe sometimes they can adapt, cooperate and be responsible that can support the vision and mission of Culture and Tourism Office of Bandar Lampung in 2010-2015 also the vision and mission of the Government of Bandar Lampung in 2010-2015.

1.2.2. Department Organization

The Organization of Department is based on the Decree of the Mayor of Bandar Lampung Number 09, 2009 about Organization Structure of Culture and Tourism Office of Bandar Lampung. The organization structure consists of:

A. Head of Department

The duties of the Head of Tourism and Culture Office of Bandar Lampung. Tourism and Culture Office are to lead, coordinate, and carry out some of government affairs in the section of Tourism and Culture Office of Bandar Lampung, according to Mayor Decree.

B. Administration Division

The duty of the Administration Division is to carry out department affairs in the Administration Division. This Division is led by a secretary and he is responsible to the Head of Department.

The Administration Division consists of three sections as follows:

1. Sub Division of Compilation Program, Monitoring and Evaluation

The responsibilities of this section are:

- a. To manage the program, monitoring and evaluating the programs.
- b. To manage the public administration and employee affairs.
- c. To manage the financial affair.

2. Sub Division of Public and Employee Affairs

The responsibilities of this section are:

- a. To implement the management and public administration report including management of document office, structuring of record office, carry out of the household affairs managing the tools, public relation, law affairs and arrange office meeting.

- b. To Implement the management and administration of employee affairs report that includes activity of material preparation planning complication of employee need, mutation, discipline ,employee development and employee prosperity.

2. Sub Division of Finance

The responsibilities of this section are:

- a. To carry out the management of an administration financial affairs, Administration, salary, and administration of official travelling.
- b. To compile entry of financial and responsibility of financial report.
- c. To implement other duties given by the head.

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 value, data collection and culture information.

This Division is led by a Head of division that has some functions they are:

- a. To arrange program, research, preservation of culture arts, archeological, historical and traditional value.
- b. To implement controlling activity, evaluating and cooperating the development of arts and culture.

- c. To arrange activity plan, coordinate and carry out the cooperation in the arts and culture division, including aesthetics, script, language and beauty parlor.
- d. To give permission to industry of film to create, promote, sell, hire, and arrange film show around the city.
- e. To give appreciation to artists who give that merit to Regional Government.
- f. To carry out the management of art activity center.
- g. To control art place.
- h. To carry out data collection and culture information.
- i. To carry out activity in the art and Culture Division.
- j. To carry out control in the Culture Division.

The Culture Division has some sections, namely:

1. Section of Arts and Culture.
2. Section of Archeological, History and Traditional value.
3. Section of Data Collection and Information.

Every section is led by a Head of Section and he must be responsible to the Head of Division.

1. Section of Arts and Culture

The responsibilities of this section are:

- a. To prepare plan of 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, to restrain and to evaluate the activity in arts and culture aesthetic, letter, and language.
- e. To carry out the achievement in the arts division.
- f. To protect local arts and culture.

2. Section of Archeological, Historical and Traditional Value

The responsibilities of this section are:

- a. To arrange plan, carry out and evaluate inventory activity in the archeological, historical and traditional value.
- b. To arrange plan, carry out and evaluate activity of excavation and protection of archeological, historical and traditional value.
- c. To carry out the inventor archeological, historical and traditional value.
- d. To prepare activity plan, coordinate and carry out the cooperation in the archeological, historical and traditional value.
- e. To carry out the inventory, history source documentation and history publication.
- f. To prepare resolution plan, protection of archeological, historical and traditional value.
- g. To give direction and opinion about archeological, historical and traditional value.

3. Section of Data Collection and Information

The responsibilities of this section are:

- a. To arrange plan, carry out and evaluate collection and information activity.
- b. To arrange plan, coordinate and cooperation to develop local souvenir
- c. To arrange plan of development kind of souvenirs.
- d. To give direction and opinion about data collection and information.

D. Section of Tool and Tourism Service

The responsibilities of this section 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 establish, restrain, control, and evaluate the efforts of incentive and exhibition travel conference service of Tool and Tourism Service.
- e. To give permission recommendation of the development of Tool and Tourism Service.

Division of Tool and Tourism Service has some section, namely:

1. Section of Accommodation

The responsibilities of this section are:

- a. To arrange direction and technical direction plan of accommodation.
- b. To arrange plan, carry out and evaluate accommodation activity.

- c. To prepare destination, restrain, control and evaluate the efforts of accommodation that consist of luxurious hotel, youth inn and camp area.

2. Section of Tourism Institution

The responsibilities of this section are:

- a. To arrange direction and technical direction plan of tourism service.
- b. To arrange plan, carry out and evaluate tourism service activity.
- c. To establish restraint control and evaluate the efforts of tourism service that consist of travel agent, guide service, convention service, exhibition, tourism consultant service and information service.

3. Section of Food Service

The responsibilities of this section are:

- a. To arrange direction and technical direction plan of food service.
- b. To arrange plan, carry out and evaluate food service.
- c. To establish restraint, control and evaluate the efforts of food service that consist of restaurant, cafe and night club.

E. Section of Tourism Destination

The responsibilities of this section are:

- a. To arrange the program, decree, and carry out direction of tourism destination.
- b. To carry out the guiding of tourism destination.
- c. To arrange plan of development, potency inventory and cooperation of tourism destination.
- d. To establish, restraint, control and evaluate the efforts of tourism destination.

Division of Tourism Destination consists of three sections as follows:

1. Section of Object and Tourism Attraction

The responsibilities of this section are:

- a. To arrange direction and technical direction plan of object and tourism attraction.
- b. To arrange plan of development of object and tourism attraction.
- c. To carry out destination, restraint, control, and evaluate the efforts of object and tourism attraction.
- d. To arrange plan, carry out and evaluate the object and tourism attraction activity.

2. Section of Recreation Destination and Special Interest Tourism

The responsibilities of this section are:

- a. To arrange direction and technical direction plan of recreation destination and special interest tourism.
- b. To arrange plan of development of recreation destination and special interest tourism.
- c. To establish, restraint, control and evaluate the effort of recreation destination and special interest tourism.
- d. To arrange plan, carry out and evaluate the recreation destination and special interest tourism.

3. Section of Public Entertainment Destination

The responsibilities of this section are:

- a. To arrange direction and technical direction plan of public entertainment destination.
- b. To arrange plan of development of public entertainment destination.
- c. To establish, restraint, control and evaluate the efforts of public entertainment destination.

F. Section of Promotion

The responsibilities of this section are:

- a. To arrange the program, carry out and evaluate promotion activity.
- b. To arrange the realization program, cooperate and coordinate with tourism.
- c. To arrange plan of tourism information system development.
- d. To carry out the activity of tourism promotion.
- e. To prepare the tool of promotion.
- f. To arrange the analysis of promotion.

Division of Promotion consists of three sections as follows:

1. Section of Promotion

The responsibilities of this section are:

- a. To arrange the program, carry out and evaluate promotion activity.
- b. To arrange 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 tourism visit.

2. Section of Marketing Analysis

The responsibilities of this section are:

- a. To arrange plan, carry out and evaluate marketing analysis activity.
- b. To arrange and analyze tourism market potential.
- c. To arrange and to analyze tourism product.
- d. To arrange and to analyze tourism profile.
- e. To collect and to evaluate date of tourism visit.

3. Section of Society Awareness Tourism Destination

The responsibilities of this section are:

- a. To arrange plan, carry out and to evaluate society awareness tourism destination activity.
- b. To arrange the activity of society awareness tourism destination.
- c. To construct and to guide the group of society awareness tourism destination.
- d. To spread information about tourism to the public.

1.2.3. Vision and Mission

The vision of Bandar Lampung Culture and Tourism Office is:

“TO MAKE BANDAR LAMPUNG AS A CULTURAL CITY AND A CENTER OF TOURISM OBJECT”

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

1. To increase the quality of human resource in arts and culture sections.
2. To conserve and to increase of culture’s development, history, and traditional norm about tourism.
3. To increase the development of accommodation effort and tourism service.

4. To increase the development of tourism destination including tourism object, recreation destination and special tourism interesting.
5. To increase tourism promote, promote analysis and society awareness tourism destination.

1.2.4. Product

The main product of Tourism and Culture Office of Bandar Lampung Department is to give the license of business or large institution in the tourism sector such as restaurant, hotel, discotheque, karaoke, billiard center and many others given by the Sub Department of Facilities and Tourism Marketing.

The other products given by the office are pamphlets, booklets, and brochure. All of them are used to promote Bandar Lampung Tourism and Public in order to give information of Tourism in Lampung and the events held. The Department also holds annual event, namely Bandar Lampung Festival.

1.3. Job Description of the Office

The field practice activity was carried out in two months, from May 2th, 2011 to June 30th 2011. The writer was assigned to every division and investigated the activities in every division of the office, namely:

1. Administration Division
2. Promotion Division
3. Division of Culture

1. Administration Division

The writer conducted her first experience of field practice in this division and she stayed in this division for seventeen days. In this division, the writer conducted some jobs such as: write letters, photocopy, write staffs attendance, fill the outgoing the letter, help write the agenda of the head office activities etc. The writer was helped by staffs of Administration Division.

2. Promotion Division

After finishing from Administration Division the writer was rolled to the Promotion Division. The writer conducted some jobs such as: Typing, Photocopying, etc. In this division the writer was helped by the staffs of Promote Division.

3. Division of Culture

After finishing from Promote Division the writer was rolled to the Division of Culture. The writer conducted some jobs such as: typing, photocopying, writing the schedule of *Begawi Bandar Lampung Festival*, sending letters etc.

Concerning the vision and mission of Culture and Tourism Office of Bandar Lampung in 2010-2015 which is also the vision and mission of Government of Bandar Lampung in 2010-2015 good cooperation from every division is required.

Especially for the Culture and Tourism Office of Bandar Lampung this is a change to prove Lampung Pop Song and Lampung culture can be developed in Indonesia generally and Lampung especially. Although concerning the structure and division of duties in Culture and Tourism Office of Bandar Lampung there is no problem, but sometimes there is misunderstanding between staffs and it makes less team work and responsibility between them. It creates weakness in which is held by Culture and Tourism Office of Bandar Lampung.