Traditional Food Competition in Culture and Tourism Department of Bandar Lampung as Strategy to Promote and Conserve Lampung Traditional Foods

(A Field Practice Report)

By Muhtazam



LAMPUNG UNIVERSITY BANDAR LAMPUNG 2011

Traditional Food Competition in Culture and Tourism Department of Bandar Lampung as Strategy to Promote and Conserve Lampung Traditional Foods

By Muhtazam

A Field Practice Report

Submitted as A Partial Fulfillment of The Requirement for D3 Degree

In

The Culture and Tourism Office Department of Bandar Lampung City



LAMPUNG UNIVERSITY BANDAR LAMPUNG 2011 Title : Traditional Food Competition in Culture and Tourism

Department of Bandar Lampung as Strategy to Promote

And Conserve Lampung Traditional Foods

Name : **Muhtazam**

Student Number: 0803091030

Department : Language and Art

Program : D3 English Profession

Faculty : Teachers Training and Education

ADMITTED BY:

Head of Advisor

Diploma III Program in English/ Language and Arts Department

Drs. Imam Rejana, M.Si. Hery Yufrizal, M.Pd., Ph.D. NIP 19480421 197803 1 004 NIP 1960071 198511 1 001

APPROVAL

Examiner Team	
Examiner I : Ujang Suparman, M.A., Ph.D.	
Examiner II : Hery Yufrizal, M.Pd., Ph.D.	

VERIFIED BY:

The Dean of The Faculty of Teacher Training and Education The Deputy Dean I

Dr.Mulyanto Widodo, M.Pd.
NIP 19620203 198811 1 001

Date of Graduation: September 14, 2011

CURRICULUM VITAE

The name of the writer is Muhtazam, he was born in Muaradua, Abung Tinggi, North Lampung on 09th September 1988. He is the youngest child from five children in the family. He has two brothers and two sisters. He is from big Moslem family. Sumardi is his father and Wanila is his mother.

The writer graduated from Elementary school in Muaradua. Next he continued his study to Juniour High School 3 Bukit Kemuning. Then he continued his study to SMK YP 96 Bukit Kemuning. After graduated he did not continue his study directly because he gets work, and after one years he resign from his jobs and continued his study to Unila and fortunately he accepted in as a student of D3 Program of English Profession of Teacher Training and Education Faculty of Lampung University.

He conducted field practice in Tourism and Culture of Bandar Lampung of Lampung Province from 2 may until 30 july 2011.

DEDICATED TO:

Allah (The Greatest of Everything)

My Beloved Mom and Dad (always pray for me)

My sisters and brothers

Special person (always give support)

My Almamater

Motto

If you don't like how things are, change it!
You're not tree.

~Jim Rohn

ACKNOWLEDGEMENTS

First of all, the writer expresses his gratitude to Allah SWT. The almighty god for his endless blessing. This report is presented to the Department of Language and Arts of Teacher Training and Education Faculty of Lampung University as a partial fulfillment on the requirement of D3 degree. Along with the completion of this report. The writer would like to express the deepest gratitude to:

For the accomplishments of this report, I would like to say thankfulness to:

- 1. Hery Yufrizal, M.Pd.,Ph.D. the advisor who has given his advice and guidance in writing this report.
- 2. Ujang Suparman, M.A., Ph., the examiner of field practice report of the writer.
- 3. Drs. Bujang Rahman, M.Si, the Dean of Teacher Training and Education Faculty.
- 4. Dr.Mulyanto Widodo, M.Pd, the Dean Deputy I of Teacher Training and Education Faculty.
- Drs.Imam Rejana, M.Si, the Head of Diploma III English and the Head of Language and Arts Department Teacher Training and Education Faculty.
- 6. Budi Kadaryanto, S.Pd., M.A., and Feni Munifatullah, M.Hum., S.S., the field practice supervisor of Diploma III English.
- 7. Paika, S.E, the Head of Culture and Tourism Office of Bandar Lampung City who permitted her to do field practice in the office.
- 8. Yayuk Herawati,S.E, the Supervisor at Culture and Tourism Office of Bandar Lampung City.

- 9. Drs.Harry Hermansayah MD as my Tourism Lecturer who always give support, information and help me to finish this final report.
- 10. Thanks for my best friend Desmi, Wahyu Suprapti, Iit, Nur, Ajeng Ersa, Eka Dian, Galih Ari, Fangky, Rano, Syauqi Wafa thanks for help, support and spirit.
- 11. My beloved parents thanks to your support and pray everyday "I really love them"

Finally, the writer hopes that Allah SWT repays their kindness and the writer hopes this report will be useful, especially for friends and me and for all in general.

Bandar Lampung, 2011

Writer

MUHTAZAM

TABLE OF CONTENTS

APPROVAL	i
CURRICULUM VITAE	ii
DEDICATION	ii
MOTTO	iv
ACKNOWLEDGMENT	V
TABLE OF CONTENTS	vii
LIST OF APPENDICES	viii
CHAPTER I. INTRODUCTION	
A. The Field Practice Program	1
1. Rationale	1
2. Basis	2
3. The Goals of Field Practice	3
4. The Target of Field Practice	3
B. History of the office	4
C. Organization of Department	6
D. Vision and Mission	14
E. Product	15
F. Job Description	16
CHAPTER II. DISCUSSION	
A. Relationship	17
1. Relation with the Staffs	17
2. Relation with the Facilities	19
3. Relation with the Clients	21
B. Adaptation to the Norms of the Office	21
C. Problem Encountered and Way Out	23
D The Skill That are Needed in The Future	24

E. Traditional Food Food Competition in Culture and Tourism Department Bandar Lampung as Strategy to Promote and Conserve Lampung Tra	
Foods	25
CHAPTER III. CONCLUSIONS AND SUGGESTIONS A. Conclusions	27
B. Suggestions	28
REFERENCES APPENDICES	

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

The students of this program are not only expected 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 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.

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:

- a. History
- b. Organization of the department
- c. Vision and Mission
- d. Product of the Culture and Tourism Office of Bandar Lampung.
- e. Job Description

B. 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 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.
- 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.

C. 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. Head of Department

The duties of the Head of Culture and Tourism Office of Bandar Lampung are to lead, coordinate, and carry out a part of Government affairs in the section of Culture and Tourism Office of Bandar Lampung 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 the public administration and employee affairs.
- b. Managing the financial affairs.

2. 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 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 of 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.

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

- 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.

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 restrain, control and evaluate the efforts of incentive and exhibition travel conference service of Tool and Tourism Service.

Section of Tool and Tourism Service has some section are:

1. Section of Accommodation

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

c. To 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 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 Tourism Destination

This division has some functions 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 and potency inventory and cooperation of Tourism Destination.
- d. To restrain, control and evaluate the efforts of Tourism Destination activity.

Division of Tourism Destination 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 Destination and Special Interesting Tourism

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

3. Section of Entertainment Destination

This section has many duties are:

- a. To arrange direction of Entertainment Destination.
- b. To arrange plan of development of Entertainment Destination.
- c. To carry out destination, restrain, control and evaluate the efforts of Entertainment Destination.

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

- 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 Society Training Tourism Awareness

- a. To arrange the plan, carry out and evaluate the Society Training Tourism Awareness.
- b. To arrange of tourism guiding activity awareness.
- c. To construct and to guide the group of Society Training Tourism

 Awareness .
- d To spread information about tourism to the publics.

D.Vision and Mission

The Vision of Culture and Tourism Office of Bandar Lampung City Department is:

"TO MAKE BANDAR LAMPUNG CITY WITH AS CULTURE AND MAIN
TOURISM OBJECT"

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.

E. Product

The main product of Culture and Tourism of Bandar Lampung City Department 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 duties to prepare and control those tourism places.

The other product given by the office are pamphlets, booklets and brochure. All of them are used to promote Bandar Lampung Tourism to the publics on order to the publics 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.

F. Job Description

During the field practice activity was carried out for two months, from may 2nd, 2011 to june 30 th 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 sections because there is no rolling call.

The writer was placed in:

Secretariat division. In this division the was help the staffs type a letter, copy a letter 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.

CHAPTER II

DISCUSSION

A. Relationship

1. Relation with The Staff of Tourism and Culture Office

Field practice is a part of the curriculum program in last semester. The writer carried out field practice in the Tourism and Culture. The relation the writer with the staffs in the Tourism and Culture Office of Bandar Lampung always help the field practice student in their field practice program. So they can do their duties in field practice program in Tourism and Culture Office of Bandar Lampung.

The staffs in the Culture and Tourism of Bandar Lampung City consist of:

a. Total staff : 46

➤ Civil Servant : 21

➤ Daily Wage Earner : 25

b. The total number of staff according to the education level is:

S2 : 11 personals

S1 : 19 personals

Academy : 2 personals

Senior High School : 11 personals

Junior High School : 2 personals

Elementary School : 1 personal

c. The total number of staff according to the rank:

Group IV : 10 Personals

Group III : 19 Personals

Group II : 11 Personals

Group I : 1 Personal

PHL : 3 Personals

TKS : 1 Personal

Based on the data, the writer knew that the staff of the office came from different rank and education level. It was good to know their own character, so that she knew how to adapt with them. He realizes that it was not easy to communicate with new people with different characters and old, but her tried to be more communicate it was the best way to be closer with the staff.

2. Relation with The Facilities of Culture and Tourism Office

There are many facilities in the Tourism and Culture Office of Bandar Lampung.

They are very important to support the duties of employees with the facilities. The facilities in the Tourism and Culture Office including:

- 1. Computer
- 2. Telephone
- 3. Type Writer
- 4. Scanner
- 5. Printer
- 6. Work room of each division and sub office, Head Of office and Vice of Head
- 7. Air Condition in each division
- 8. Television

- 9. Internet
- 10. Filling Cabinet
- 11. Camera
- 12. Handy cam.
- 13. Laptop

The above facilities are not enough for supporting the work of the staff. The office needs to add the facilities such as photocopy machine and the number of printer and computer, also new room that built especially for the staff only and added the number of tables and chair.

Not all facilities were used by the writer, because not all facilities can used for me or the practitioners. The only facilities used such as:

1. Computer:

The facilities were used by her to type letter and save data. There were 6 computers and some of them can connect with internet, so she could acces and collect data and information by browsing.

2. Printer

There are 5 printer machines in the Tourism and Culture office of Bandar Lampung. They are used to print all of data in the office.

3. Television

There is one TV in the office, if the staff and students are not very busy in the office they can watch TV to gets and update information.

4. Air condition

There are eight air condition in the office, both of that facilities give the officer comfort because by cool atmosphere they expected to do their duties well. But there is problem the officer here, when time work and air condition is on, they are smoking cigarettes, so it makes other peoples are disturbed by the smoke, and it's very dangerous for health.

5. Telephone

It was used to call and accept call the registars of competition in Bandar Lampung Festival.

3. Relation with The Clients

During implementing her field practice in the office, he met many clients especially registars of *Traditional Foods Competition*.

He received registration of *Lampung Foods Competition*. He helped registers to fill registration form, then he helped prepair to Tehnikal Meeting and answered the participants question about the implementation of competition.

B.The Norm in the Office

Base on the meeting decision on January 2nd, 2006 about mechanism of administration rule, the staff must obey following the norm.

1. The letter of permission or sickness.

Kind of the letter of permission or sickness, are as follow:

- a. Personal letter for 1-2 days
- b. Medical letter for 3-4 days

2. The staff Uniform

The staff of this office must wear the uniform are as follow:

- a. Monday (Green / Hansip)
- b. Tuesday Wednesday (Brown / PDH)
- c. Thursday (Batik)
- d. Friday (Independent)

It also supported by instruction of mayor Bandar Lampung about work time they are :

- 1. The work time are Monday Friday
- 2. The work time are Tuesday Friday is from 07.30 15.30
- 3. Sholat / take rest is from 12.00 13.00
- 4. Monday 07.00 15.30
- 5. The staff may not leave the office before ending of work time without any permission
- 6. Staff must come to on time and may not to late
- 7. On 17 obliged wear the Uniform KOPRI complete with attribute
- 8. All staff must come to massal sport / Car Free Day

Day : Sunday

Time : 06.00 s/d finish

Place : Ahmad Yani street (Tugu Adipura)

For officials ES III and IV gather the holy book Al – Qur'an from 5 s/d 8
 May to Mrs. Suryati as coordinate.

The student must adapt well to the norms of the office along The Field Practice.

C. Problem Encountered and Way Out

1. Problem

During two months field practice, the writer did not find serious problem. The first problem in the beginning of the field practice, she could not adapt to the condition and work atmosphere in the office. The second problem was about operating computer program such as Microsoft Excel. The third problem was having enough knowledge about Lampung Tourism.

2. Way Out

- > To overcome the first problems, the writer tried to be more communicative with the staff and considering staff as work partner was best way to make good cooperation.
- ➤ Often asked for the staff, the writer must try to operate computer and study in Microsoft Excel book.
- ➤ Learn about Tourism of Lampung province and improve his skill if he wants to work in tourism field.

D.The skill Needed to Develop in Future

Based on the difficulties encountered, the writer needed to develop her skill in the future in order to function more effectively and efficiently as below:

a. Office Computer

Knowledge about how to operate computer, such as write acconting books, that's all is office computer skills that we need when we work in the office.

b. Tourism Knowledge

The writer knows if his have something problem in tourism knowledge. In the fact the tourism knowledge was very important to make his know in developing tourism of Lampung Province.

E. Traditional Food Competition in Tourism and Culture Department of Bandar Lampung as Strategy to Conserve and Promote Lampung Traditional Foods

Bandar Lampung which is located in west north of Sumatra island which is the capital city of Lampung. Bandar Lampung width area 192. 21 km2 as centre of government, transportation, and commerce. Geographycly Bandar Lampung consists of mountain, high plain, and line shore sorrounding the land, it makes Bandar Lampung rich for crops, cultures, and tourism objects.

As we know in every city in Indonesia has traditional foods neither in Bandar Lampung. Traditional food is food made by traditional manner and contain traditional ingredients. Traditional food usually has special taste that make it famous in every area. For example Palembang is famous with empek-empek. In this region we can many kinds of traditional foods such as: Seruit, Malbi, Lapis Legit, Banana Chips, Pindang and Serbat.

Currently many kind of foods come to our market, that come from our city or out of country, so no wonder if people live in Lampung but they don't know Lampung traditional foods. It requested Bandar Lampung local government to make a program to conserve and promote Lampung traditional foods.

On July 8th 2011 which coincide with Bandar Lampung anniversary, Bandar Lampung government organized Bandar Lampung event with theme "Bandar Lampung anniversary celebration is our event". In this event many programs were organized such as: public service, competition, blood donor, and jogging. The event has become part of 100 national events and become visit Lampung year. This event was not only intended to celebrate Bandar Lampung anniversary beside that, this event were to promote Bandar Lampung tourism. For this year this event were

successful cause Tourism and Culture Department become the committee and this event organized in Enggal courts.

One of the programs to conserve and promote Lampung traditional food is holding competition namely Traditional Food Competition, this event was organized on July 9th 2011. The participants came from 43 instances and 13 subdistricts of Bandar Lampung. In this event the participants were free to develop their creation but still had consider theme Lampung traditional food. Generally some foods that were compete in this competition are: Seruit, Malbi, Lapis Legit, Pindang and Serbat. A few day before competition the participants must attend tehnical meeting that purpose the participants know about the rule of competition. Culture and Tourism department took juries from school, hotel, and nutrionist. In the same day juries decided that South Teluk Betung district as the first winner, Rajabasa district as the runner up and Tanjung Senang district as the third winner. All winners got trophy, certificate and cash money. The first winner got 2.500.000, The runner up got 1.500.000 and the third winner got 1.000.000. This program was success because supported by Lampung citizen and Culture and Tourism department as commitee.

According to vision and mission of Culture and Tourism department, the Lampung competitions was aimed to conserved and promoted, but long the event had been organized, does Lampung traditional food have been conserved and promoted? The writer thinks thats event give enough benefit to our traditional food conservation, at least by holding this competition, it is expected that Lampung Traditional Food will be well known by Lampung citizen. As we know that Lampung Traditional Food as the icon of Lampung province should be conserved and promoted.

Currently the market competition give effect to our tradition and culture. The writer hopes that the Lampung traditional foods competition is not only intended to get reward but also by held this competition, Lampung foods really to be conserved and promoted.

CHAPTER IV CONCLUSION AND SUGGESTION

A. CONCLUSION

In reality, during the writer field practice, the writer has witnessed unforgettable experience in helping office job and the implementation of Begawi Bandar Lampung Festival especially on *Lampung traditional foods competition*, therefore the writer has presented the report about Traditional Foods Competition in Tourism and Culture Department of Bandar Lampung as strategy to Conserve and Promote Lampung Traditional Foods . He may conclude :

- 1. Bandar Lampung is capital city of Lampung which is centre of government, transportation, and commerce.
- 2. We can find many kind of foods in Bandar Lampung such as: Seruit, Malbi, Lapis Legit, Banana Chips, Pindang and Serbat.
- 3. Lampung traditional foods is needed to conserve and promote.
- 4. In Bandar Lampung anniversary many programs were organized such as: public service, competition, blood donor, and jogging.
- 5. Traditional foods competition was not only intended to conserve Lampung traditional foods but also to promote its foods.
- 6. The participants of Lampung traditional food competition came from 43 instances and 13 subdistricts of Bandar Lampung.
- 7. A few day before competition the participants of Lampung traditional food competition must attend tehnical meeting.
- 8. Lampung traditional food competition was success because supported by Lampung citizen and Culture and Tourism department as committee.
- 9. Lampung traditional food competition give enough positif effect to Lampung traditional foods.

B. SUGGESTION

From the report presented, the writer would like to give his suggestion for both of The Tourism and Culture Department of Bandar Lampung City and D3 English Proffesion.

1. Suggestion to Bandar Lampung Culture and Tourism department:

- a. More promote this foods in website, radio and local television station.
- b. Should socialized about foods conservation to the citizens.
- c. Should set up booth in formal event.
- d. Should cooperate well with owners of seller traditional foods.
- e. Officer should keep their solidity, more discipline, and responsible when they are holding event.
- f. Should promote or suggest to visitors in order to have their meals in Lampung traditional restaurant.
- g. This event is open for public not only followed by instances and subdistricts
- h. Should give detail information when tehnical meeting, this is to prevent mistake along competition.
- i. Make young generation proud with their traditional foods such as in culinary school give lesson about traditional foods.

2. Suggestion for D3 English Department:

- a. Hopefully in the future participants of field practice enhance team work, discipline, and be functual.
- b. In the program D3 this relation can be continued.

REFFERENCES

- Shadly, Hasan and M.John Echols. 2007. An Indonesia- Inggris Dictionary.
- Shadly, Hasan and M.John Echols. 2007. An Inggris Indonesia Dictionary.
- Unila 2011.Panduan Program Kerja Lapangan.Publisher :
 DIII Bahasa Inggris Jurusan Bahasa dan Seni ,FKIP Universitas Lampung
 Bandar Lampung.
- Paika .2011.Peraturan Walikota Bandar Lampung .Publisher :
 Berita Daerah Kota Bandar Lampung. Bandar Lampung.
- Renstra Dinas Kebudayaan dan Pariwisata. 2011.