

CHAPTER I INTRODUCTION

A. Tourism, Youth Sport, Art, and Culture Office of Central Lampung

In this chapter, the writer will describe the history, function, organization, structure, personnel, vision, mission, strategy, and product of Tourism, Youth Sport, Art, and Culture Department of Central Lampung. This office is the office in Central Lampung that handles the management and preservation of tourism, youth sport, art, and culture of Central Lampung.

1. History

Central Lampung is one developing regency in Lampung Province. It is one of the regencies in Lampung Province that has great culture and tourism potentials which are needed to develop and manage. To develop and manage it, Central Lampung has formed department called Tourism, Youth Sport, Art, and Culture Department. Because Youth Sport has not its own office yet, so it is combined in Tourism also Art and Culture Office. To apply, they have own different tasks. Based on the Central Lampung Local Regulation No. 12 2007th about organization and work arrangement of region element of Central Lampung Regency. Tourism, Youth Sport, Art, and Culture of Central Lampung manages all activities that are related to tourism, youth sport, art, and culture in Central Lampung. Tourism, Youth Sport, Art,

and Culture of Central Lampung is located on Hj. Muchtar Street No. 1, Government Office Complex of Central Regency, Gunung Sugih, Central Lampung, Telephone (0725) 529808, Website : www.lampungtengah.go.id

2. Functions

Functions of Tourism, Youth Sport, Art and Culture Department of Central Lampung are:

- a. To formulate technical policy in the tourism field, youth sports, art and culture
- b. To implement government affairs and general services according to the scope and duties
- c. To preserve and develop tourism, sport, art, and culture of Central Lampung
- d. To implement duties according to the scope

3. Organization

3.1 Organization Structure*

The organization chart of Central Lampung Tourism, Youth Sport, Art, and Culture Department consist of 5 divisions, as follows:

- 1) The Head Office
- 2) The Secretary Division
 - ❖ Planning and Reporting Division
 - ❖ Financial Division

- ❖ General and Staffing Division
- 3) Sub Office of Promotion and Tourism Information
 - ❖ Section of Marketing and Tourism Promotion
 - ❖ Section of Guidance and Tourism Counseling
 - ❖ Section of Information Services and Tourism Effort
- 4) Sub Office of Tourism Development
 - ❖ Section of Tourism Object
 - ❖ Section of Facility and Tourism Accomodation
 - ❖ Section of Tourism Attraction and Public Entertainment
- 5) Sub Office of Art and Culture
 - ❖ Section of Art and Culture
 - ❖ Section of Art and Culture Facilities
 - ❖ Section of Historical and Traditional Value, Archeological Museum, Language and Literature

3.2 Job Description

1) Head Office

- a. To plan the work program of Tourism, Youth-Sport , Art and Culture Department in valid regulation for implementation guidelines of the tasks
- b. To divide the tasks to subordinates to carry out tasks according to their fields and in accordance with valid regulations

- c. To give instructions to subordinates for execution of tasks in order to be done
- d. To set up an internal coordination meeting among related work units in the field of tourism, youth sport, art and culture.

2) Secretary

- a. To plan a secretarial work program or activities in accordance with the guided duties
- b. To divide the tasks to subordinates to do tasks according to their fields and in accordance with valid regulations
- c. To control and monitor the implementation of public affairs duties, administrative correspondence, filing household tasks, public relations, and protocols, equipment finance administration, coaching staff and organizational planning and development of tourism, youth sport, art, and culture.

3) Secretary Division

- a. Planning and Reporting Sub Division
 - ❖ To arrange routine planning activities based on planning time and priority scale
 - ❖ To prepare documentation arrangement of work budget
 - ❖ To monitor implementation of construction activity

- ❖ To prepare control materials and monitor the implementation of routine and development activities
- ❖ To arrange tourism, sport and culture information data

b. Financial Sub Division

- ❖ To arrange the planning of collecting data activity, arrangement and processing accountability of financial affairs
- ❖ To Distribute tasks, gather a list of proposed activities, calculate financial affairs, make payroll, recapitulate financial reports
- ❖ To examine the evidence of receipts and expenditure budgets and do bookkeeping of financial affairs

c. General and Staffing Sub Office

- ❖ To plan own facilities and infrastructure management activities of agencies, correspondence, typing, filing and household
- ❖ To discipline personnel file and order each employee, make proposed education suggestions and training employee

4. Sub Office of Marketing and Tourism Information

To arrange program and promotion, information service, tourism guidance, festival performance and relationship in tourism promotion.

4.1) Section of Marketing and Tourism Promotion

- a. To arrange promotion and marketing activities
- b. To promote tourism through mass media
- c. To prepare data of tourism
- d. To analyze problems which are related to tourism

4.2) Section of Guidance and Tourism Counseling

- a. To prepare guidance material and do extension activity for group of tourism awareness program
- b. To make preparation and socialization of tourism awareness
- c. To prepare extension for student, youth, and public.

4.2) Section of Information Services and Tourism Effort

- a. To arrange planned counseling activity, and development
- b. To serve tourism information services
- c. To control information services

5. Sub Office of Tourism Development

To carry out management and development of tourism object.

5.1) Section of Tourism Object

- a. To develop tourism object
- b. To prepare construction data and development of tourism object, tourism attraction and general entertainment
- c. To monitor and evaluate activity of tourism objects

5.2) Section of Facility and Tourism Accomodation

- a. To do the structuring of construction and development of hotel and restaurant, food stall, travel agent, , meeting hall / exhibition, souvenir shop, guide service recreational park, pool house, arena swimming arena, swimming pool, games arena, / sports, and music fantasy world in accordance with valid regulations
- b. To make classification of tourism facilities.
- c. To prepare the analysis construction and development of tourism facilities

5.3) Section of Tourism Attraction and Public Entertainment

- a. To create material and tourism attraction efforts
- b. To do legalization about tourism attraction and public entertainment
- c. To control the execution of tourism attraction and public entertainment

6. **Sub Office of Art and Culture**

To carry out the establishment of art and culture, history, archeology, and development of art and culture facilities.

6.1) Section of Art and Culture

- a. To give guidance and training in order to increase art appreciation
- b. To execute a license of art show
- c. To control the execution of art management
- d. To prepare culture activity

6.2) Section of Art and Culture Facilities

- a. To prepare stock of art and culture facilities
- b. To give assistance of art facilities to art group
- c. To carry out the inventory of art group and art presentation

6.3) Section of Historical and Traditional Value,
Archeological Museum, Language and Literature

- a. To search history potencial and ancient site
- b. To perpetuate history and ancient site
- c. To prepare the development of history potencial
and ancient site
- d. To prepare establishment and planning of
traditional values

7. Sub Office Youth-Sport

To give guidance and training to the youth and improve
the quality of sport.

7.1) Section of Youth

- a. To give guidance and training to the youth
- b. To analyze problems which are related to the
youth

7.2) Section of Sport

- a. To give training to sport club
- b. To analyze problems which are related to the
sport
- c. To maintain and improve the coordination among
sport institutions

7.3) Section of Sport Facilities

- a. To arrange direction of using sport facilities
- b. To prepare stock of sport
- c. To give assistance of sport facilities to the sport club
- d. To carry out the inventory of sport

3.3 Personal Data

To realize the duty, Central Lampung Tourism, Youth Sport, Art and Culture Department needs professional officers to support it.

1) The personnel of Central Lampung Tourism Culture, Youth

Sport and Culture Art are:

- a. Total Officer : 63 people
- b. Civil Servant : 51 people
- c. Daily Wage Earner : 12 people

2) According to the level of education:

- a. S2 : 1 person
- b. S1 : 23 people
- c. Academy : 7 people
- d. Senior High School : 20 people

3) According to the rank:

- a. Group IV/b : 1 person
- b. Group IV/a : 8 people

- c. Group III/d : 3 people
- d. Group III/c : 10 people
- e. Group III/b : -
- f. Group III/a : 7 people
- g. Group II/c : 6 people
- h. Group II/b : 1 person
- i. Group II/a : 15 people

3.4 Vision and Mission of Central Lampung Tourism Culture

1) Vision of Tourism, Youth Sport, Art, and Culture Office

Vision of Tourism, Youth Sport, Art, and Culture Office is,

*“ Creating Tourism, Youth Sport, Art And Culture Potencial
As Supporting Factors For Realizing Central Lampung
Regency As Tourism Destination ”*

2) Missions of Tourism, Youth Sport, Art, and Culture Office

To support the succesful vission, Central Lampung Tourism Culture, Youth Sport, Art and Culture has several missions which should be done, they are:

- a. Creating promotion and tourism marketing and cooperating with tourism industry.
- b. Creating the development tourism attraction and facility of tourism object.

- c. Creating the perpetuation of art and culture, history value, language and facilities of art and culture
- d. Creating the increasing of youth quality and increasing youth achievement.

3) Purposes and Targets of Mission

a. Purposes and Targets of The First Mission

❖ Purposes

- To improve promotion structure and infrastructure both internal and external promoted marketing of tourism to improve the flow of tourists
- To maximize the variety of culture in realizing the society welfare through the introduction of art and cultural variety

❖ Targets

- Availability of promotion structure, infrastructure and promoted marketing of tourism within and outside the country which are able to increase the flow of tourists.
- Realizing the society welfare through the introduction of arts and cultural variety

b. Purposes and Targets of The Second Mission

❖ Purposes

- To improve the quality of tourism human resources which are able to provide quality services for tourists.
- To improve the creativity of art and culture performance as a conducive environment supporting for identity formation.

❖ Targets

- Realizing the improvement of human resources quality which are able to provide quality services for tourists.
- Improving the creativity of art and culture performance as a conducive environment supporting for identity formation.

c. Purposes and Targets of The Third Mission

❖ Purpose

To Preserve and develop culture and art to color and encourage tourism development.

❖ Target

Maintaining conservation, development and appreciation of cultural and art to support tourism development and encourage regional development.

d. Purposes and Targets of The Fourth Mission

❖ Purpose

To improve the quality of youth and youth achievement

❖ Targets

- Improvement of sport structure and infrastructure
- Development of youth organizations structure and infrastructure
- Training youth organizations and youth entrepreneurship
- Increasing local and national sport achievement.

3.5 Strategies of Office

3.5.1 Strategies

Tourism, Youth-Sport, Art, Culture Department sets goal and target strategies that includes:

- a. Optimizing the tourism potentials which are located in Central Lampung
- b. Providing tourism supporting facilities
- c. Promoting art and culture of Central Lampung.
- d. Providing guidance, training and motivation to the young generation to get achievement.

- e. Improving the quality of professional personnel resources who are supported by adequate structure and infrastructure.
- f. Improving data quality and information as a basis for arrangement of regional development planning.

3.5.2 Policy

Policy is a provision that has been agreed for guiding, being a handle and instruction for each activity in an effort to achieve the goals, targets, vision and mission of the tourism, youth-sport, art and culture office.

- a. Policies to achieve the purposes and targets of the first mission, namely:

Increasing regional art and culture through the introduction / promotion, understanding, performance, development and maintenance of cultural diversity as an asset to give a sense of belonging, respect our own culture to support regional development.

- b. Policies to achieve purposes and targets of the second mission, namely:

Optimizing management and service that can increase communities' desire, creativity, service

quality and communities' support of tourism

awareness to provide comfortable sense for tourists.

- c. Policies to achieve purposes and targets of the third mission, namely:

Improving the promotion quality, tourism marketing, both domestic and abroad with an target approach, which are supported by qualified facilities, thus can increase tourism image of Central Lampung as a tourist destination which is safe, comfortable and attractive for tourists.

- d. Policies to achieve objectives and targets of the fourth mission, namely:

Planning youth training, coordinating the preparation of the technical field of youth policy and sports, and controlling the development of youth and sports.

3.6 Products

The products of Central Lampung Tourism, Youth Sport and Culture Office are:

- a. Leaflet, Booklet, Brochure
- b. Cultural Parade (Annual Event)
- c. Healthy Walking (Annual Event)
- d. Citizen Entertainment (Annual Event)
- e. Program socialization of tourism (routine activities)

- f. Make legalization of restaurant, hotel, food stall, music club, travel agent, etc.

B. Responsibility in Office

During field practice in Tourism, Youth Sport, Art and Culture Office of Central Lampung, the writer took many duties in office especially at Marketing and Tourism Information Sub Office, Art and Culture Sub Office, Youth Sport Sub Office, Secretariat Sub Office, and Tourism Development Sub Office.

Firstly, at Marketing and Tourism Information Sub Office on May 2nd, the writer had many activities to help staffs in preparing Marketing and Tourism Information activity such as: typing the letter, making letter concept, making recapitulation sports' data, visiting *Tetua Adat Lampung* for making Traditional Lampung Dagger which is located in Anak Tuha Sub District.

Secondly, at Art and Culture Sub Office on May 13th, the writer did many activities such as: typing the letter, tidying Traditional Lampung Clothes up.

Thirdly, at Youth Sport Sub Office on May 23rd, the writer helped to type letter, save letter, and help staffs in preparing Drum Band Festival.

Fourthly, at Secretariat Sub Office on June 6th, the writer did many activities, such as; typing letter, making note of daily, weekly and monthly news paper, preparing newspaper for the head office, noting the letters, preparing attendance list for staffs, and saving letters in archives.

For the last, at Tourism Development Sub Office on June 17th, the writer took many activities such as; typing development data, typing letters, typing work instruction letter, making leaflet of susigunsu (a new food of Central Lampung).

The writer also paid participation in several activities of tourism, youth-sport, art and culture office of Central Lampung, such as;

- Drum Band Parade which is done on May 28th at Merdeka field.
- Healthy Walking which is done on June 13th started from Merdeka Field through Government Office Complex of Central Regency, Gunung Sugih, and finished in Merdeka Field.
- Cultural Parade which is done on June 16th at Merdeka Field.