CHAPTER I
INTRODUCTION

A. TOURISM, YOUTH SPORT, ART AND CULTURE DEPARTMENT OF CENTRAL LAMPUNG

In this chapter, the writer would describe about history, function, organization, structure, personnel, vision, mission, strategy and product of Tourism, Youth Sport, Art and Culture Department of Central Lampung. She will report her responsibility when she was doing Field Practice in Tourism, Youth Sport, Art and Culture Department of Central Lampung. This is one of offices in Central Lampung which handles the management and preservation of Tourism, Youth Sport, Art and Culture of Central Lampung.

1. Brief History of the Office

Central Lampung is one of developing regencies in Lampung Province. It is the biggest regency in Lampung Province. Central Lampung is one of regencies in Lampung Province which has great culture and tourism potencies. To develop and manage it, Central Lampung Regency has formed a department called The Tourism, Youth Sport, Art and Culture Department of Central Lampung, based on Central Lampung Regulation no. 12 in 2007 about Central Lampung local agency organization and work system formed. The Tourism, Youth Sport, Art and Culture Department of
Central Lampung manages all activities which are related to culture and art, youth – sport, and tourism in the regency in order to support local development. The Tourism, Youth Sport, Art and Culture Department of Central Lampung is located on Hi. Muchtar Street, No. 1 Gunung Sugih, Central Lampung, telephone (0725) 529808, 529809.

2. Function

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

a. To formulate technical policy in Tourism, Youth Sport, Art and Culture.

b. To conduct government affairs and public services in accordance with the scope of their duties.

c. To execute and development of duties in accordance with the scope of their duties.

d. To execute other tasks which are given by the regent in accordance with their functions and duties.

3. Organization

a) Organization Structure

The organization chart of Central Lampung Tourism, Youth Sport, Art and Culture Department consists of 6 divisions, as follow:

1. The Head Office

2. The Secretary Division
a. Sub Office of Reporting and Planning
b. Sub Office of Finance
c. Sub Office of Employment and General

3. Sub Office of Marketing and Promotion of Tourism
   a. Section of Tourism Marketing and Promotion
   b. Section of Tourism Guidance and Accommodation
   c. Section of Tourism Information and Services

4. Sub Office of Tourism Development
   a. Section of Tourism Object
   b. Section of Facilities and Tourism Accommodation
   c. Section of Tourist Attractions and Public Entertainment

5. Sub Office of Art and Culture
   a. Section of Art and Culture
   b. Section of Structure and Infrastructure of Art and Culture
   c. Section of Historical Story, Traditional Value, Archeological Museum, Language and Literature.

6. Sub Office of Youth and Sport
   a. Section of Youth
   b. Section of Sport
   c. Section of Structure and Infrastructure of Sport
b) Job Description

1. Head Office
   
a. To plan work program office of Tourism, Youth Sport, Art and Culture in accordance with appropriate regulations to guide implementation of duties.

b. To divide duties for subordinates to do duties in accordance with their division and in accordance with appropriate regulations.

c. To arrange an internal coordination meeting among units which have relation in Tourism, Youth Sport, Art and Culture for public services.

d. To evaluate and report the implementation of duties which have been implemented.

2. Secretary Division

The secretary of department has main duty to handle office’s administration, public relation, household, finance, coordination of duties division, and arrangement work program. Secretary Division supervises 3 Sub Offices, they are:

a. Sub Office of Planning and Reporting

  1) To arrange planning and work program in department.

  2) To describe head office duties of Tourism, Youth Sport, Art and Culture Department.
3) To distribute duties and coordinate with head office, secretary, head of division, head of sub division and all staffs of the department.

4) To manage, arrange and serve of the document as information document.

b. Sub Office of Finance

1) To arrange and process work plan and accountability of finance.

2) To describe head office duties of Tourism, Youth Sport, Art and Culture Department.

3) To handle the financial administration.

4) To prepare material in arrangement plan and routine budget of the office.

c. Sub Office of Employment and General

1) To hold the administration, correspondence, document and all equipments in the office.

2) To prepare, and keep all important documents of the office.

3) To make list of employee stratification rank.

4) To hold and supply office equipment.

3. Head of Marketing and Promotion of Tourism Division

Head of Marketing and Promotion of Tourism Division has main duties are:

a) To arrange work plan in Marketing and Promotion of Tourism Division as guidance of duties implementation.
b) To organize promotion and training of tourism.

c) To organize and coordinate guiding activity and promotion in tourism.

d) To organize intern coordination among units which have relation in marketing and promotion division.

There are three sections in Marketing and Promotion of Tourism Division, they are:

a. **Section of Tourism Marketing and Promotion**

This section has main duties, they are:

1) To arrange work plan of section marketing and promotion of tourism.

2) To arrange and collect data for guidance and cooperating material in Marketing and Promotion of Tourism.

3) To prepare and organize data in developing promotion structure of tourism.

4) To prepare and distribute promotion data of tourism with making audio visual, display, video and VCD, etc.

b. **Section of Tourism Guidance and Training**

1) To arrange work plan of section tourism guidance and training as guidance of duty implementation.

2) To coordinate and guide the event of training and guidance of tourism.
3) To organize training and guidance of tourism awareness for local people which located in surrounding tourism object.

4) To prepare and make data of tourism training and guidance activity.

5) To analyze problems which are related in guidance activity and tourism training.

c. Section of Tourism Information and Effort

1) To arrange plan of training, developing, and service of Information and Tourism Effort.

2) To prepare data of Tourism.

3) To organize and invent data of tourism effort.

4) To make cooperation with other institutions for increasing tourism information services.

4. Head of Tourism Development Division

Head of Tourism Development Division has main duties, they are:

a) To prepare tourism development program, tourism object, tourism accommodation, tourism attraction and public entertainment.

b) To arrange and organize plan in developing tourism object.

c) To develop and guide human resources in tourism sector.

d) To arrange and preserve of tourism development.
There are three sections in Tourism Development Tourism are:

a. **Section of Tourism Object**

1) To arrange work plan according to regulation for fluency duty implementation.

2) To arrange and collect data for training and developing tourism object.

3) To make cooperation with other companies or institutions for developing tourism object and tourist interest.

4) To organize preservation of structure and infrastructure of tourism.

b. **Section of Facilities and Tourism Accommodation**

1) To organize work plan based on regulation for fluency duty implementation.

2) To prepare and organize plan in developing structure and infrastructure of tourism.

3) To prepare operational technique instruction of hotel, home stay, camping, etc.

4) To organize training and develop structure and infrastructure of tourism.

c. **Section of Tourist Attractions and Public Entertainment**

1) To arrange work plan in collecting data, development effort and technique instruction of tourism attraction and public entertainment.
2) To guide and coordinate program of tourism training.

3) To prepare data of training and efforts in developing tourism attraction and public entertainment.

4) To monitor and give legalization in the program of tourism attraction and public entertainment.

5. **Head of Youth Sport Division**

a) To organize program of youth exchange.

b) To arrange work program of Youth Sport Division, structure and infrastructure of Sport which are used for fluency of duty implementation.

c) To organize sport training for sport club and sport trainer.

d) To organize cooperation with people and institutions which have relation in Youth and Sport.

There are three sections in Youth Sport Division, they are:

a. **Section of Youth**

1) To arrange work plan according to regulation for fluency duty implementation.

2) To organize planning of youth training.

3) To guide and coordinate youth program with other institutions which have relation in youth.

4) To organize and collect data of events and prepare data for youth training.
b. **Section of Sport**

1) To arrange work plan according to regulation for fluency duties implementation.
2) To guide and coordinate sport events to the related institution.
3) To identify and give training for the sport trainers and referees.
4) To increase and keep cooperation with other institutions which have relation in sport event.

c. **Section of Structure and Infrastructure of Sport**

1) To arrange event in structure and infrastructure of sport.
2) To organize training, developing and establishing structure and infrastructure of sport.
3) To make legalization for structure and infrastructure of sport.
4) To arrange data and inventor structure and infrastructure of sport.

6. **Head of Culture and Art Division**

Head of Youth Sport Division has main duties, they are:

a) To guide and divide duties for the subordinates.

b) To arrange, plane and organize the development of Art and Culture, Historical Story, Traditional Value, Archeological Museum, Language and Literature.

c) To make legalization in implementation of art festival.

d) To organize cooperation with other institutions which are related to Art and Culture.
There are three sections in Culture and Art Division, they are:

a. **Section of Culture and Art**

1) To organize work program according to regulation for fluency of duties implementation.
2) To search data for making documentation and preservation of Art and Culture.
3) To organize socialization and training in developing art appreciation for people.
4) To arrange instruction and organize art event and make legalization for art performances or art events.

b. **Section of Structure and Infrastructure of Art and Culture**

1) To collect and process structure and infrastructure data of Art and Culture.
2) To arrange plan or program for giving structure and infrastructure of Art and Culture.
3) To inventor the equipments of structure and infrastructure in Art and Culture.
4) To organize and preserve structure and infrastructure of Art and Culture including Art and Culture building.
c. **Section of Historical Story, Traditional Value, Archeological Museum, Language and Literature**

1) To prepare plan and program of training concerning in Historical Story, Traditional Value, Archeological Museum, Language and Literature.

2) To organize training in developing and preserve Historical Story, Traditional Value, Archeological Museum, Language and Literature.

3) To search document for making data and do observation of Archeological equipments.

4) To give facilities in preserving archeological site of the region.

7. **Personal Data**

a) The Head of Department

- **Name**: I Ketut Nuryadhi, SE
- **NIP**: 19570329 198603 1 002
- **Rank / Gol**: IV / c

b) The Secretary of Department

- **Name**: Drs. M. Munawar
- **NIP**: 19580205 199103 1 001
- **Rank / Gol**: IV / a
c) The Head of Marketing and Promotion of Tourism Division
   • Name : Drs. Suryo Subroto
   • NIP : 19610411 199403 1 002
   • Rank / Gol : IV / a

d) The Head of Tourism Development Division
   • Name : Drs. Mukadas Solong
   • NIP : 19580107 198003 1 006
   • Rank / Gol : IV / a

e). The Head of Youth – Sport Division
   • Name : Drs. Sukistoro
   • NIP : 19660406 199011 1 001
   • Rank / Gol : IV / a

f). The Head of Art and Culture
   • Name : Busro Ali KM, SE, MM
   • NIP : 19560915 197903 1 007
   • Rank / Gol : IV / a

To realize the duty, The Tourism, Youth Sport, Art and Culture Department of Central Lampung needs professional officers to support them. The personnel of The Tourism, Youth Sport, Art and Culture Department of Central Lampung are:

• Total Officer : 64 People
• Civil Servant : 52 People
• Daily Wage Earner : 12 People
With the classifications as follows:

- **According to the level of educational:**
  
  - S1: 25 People
  - Academy: 8 People
  - Senior high School: 30 People
  - Junior High School: 1 Person

- **According to work unit**
  
  - Head of the Department: 1 Person
  - Secretary of Department: 1 Person
  - Head of General Sub Division: 4 People
  - Section of Division: 12 People

- **According to the rank:**
  
  - Group IV/c: 1 Person
  - Group IV/b: 1 Person
  - Group IV/a: 8 People
  - Group III/d: 3 People
  - Group III/c: 10 People
  - Group III/b: 1 Person
  - Group III/a: 6 People
  - Group II/c: 6 People
  - Group II/b: 1 Person
  - Group II/a: 15 People

- **According to the group of sex:**
  
  - Men: 37 People
Women : 27 People

- According to occupation
  - Eselon II/b : 2 People
  - Eselon III/a : 1 Person
  - Eselon III/b : 4 People
  - Eselon IV/a : 13 People
  - Eselon IV/b : 1 Person

4. Vision and Mission of Office

In implementing main duties and functions of Tourism, Youth Sport, Art and Culture Department of Central Lampung, it should have a clear vision in the future, because it will describe sector of Tourism, Youth Sport, Art and Culture of Central Lampung Regency. The Vision of Tourism, Youth Sport, Art and Culture Department of Central Lampung is "Creating Tourism Potential, Youth Sport, Art and Culture as supporting factors for realizing Central Lampung Regency as tourist destination".

Then to support the success of this vision, the Tourism, Youth Sport, Art and Culture Department of Central Lampung Regency has missions. The missions of Tourism, Youth Sport, Art and Culture Department of Central Lampung are:

- Creating Marketing and Promotion of tourism and making cooperation with the tourism industry.
- Creating the development of tourist attractions and facilities of tourism object.
- Creating preservation of Art and Culture, Historical Story, Language and Literature with structure and infrastructure of Culture and Art.
- Creating quality improvement of youth and increasing Youth Sport Achievement.

According to the mission above, The Tourism, Youth Sport, Art and Culture Department of Central Lampung decides aims and targets in developing Tourism, Youth Sport, Art and Culture as follow:

a) **Aim and Target of Mission I**

**Aim**

1. To increase structure and infrastructure with Promotion and Tourism Marketing in the own nation which purpose to increase tourism interest.
2. To minimize cultural value and region culture in creating people prosperity.

**Target**

1. Providing structure and infrastructure of promotion with Marketing and Promotion of Tourism not only in nation but also in abroad which purpose is to develop tourism destination.
2. Realizing prosperity of people by using socialization of art and culture.
b) Aim and Target of Mission II

- **Aim**
  1. To increase quality of tourism human resource who can give best services for the tourist.
  2. To increase art and culture creativity and conducive environment as supporting for in developing tourism.

- **Target**
  1. Creating quality of tourism human resource who can give best services for the tourist.
  2. Creating the improvement of art and culture creativity for developing tourism.

c) Aim and Target of Mission III

- **Aim**
  To preserve and develop culture and art of the region for supporting factors tourism development.

- **Target**
  Preserving and developing art and culture appreciation of people for supporting tourism development and its region.

d) Aim and Target of Mission IV

- **Aim**
  To increase and improve of sport achievement and youth.
• **Target**

1. Increasing structure and infrastructure of sport.
2. Developing structure and infrastructure of youth organization
4. Developing sport in group.
5. Increasing local and national sport achievement.

5. **Strategies of Office**

The Tourism, Youth Sport, Art and Culture Department of Central Lampung decides strategies to achieve the aims as follows:

a) To maximize tourism potencies which are in Central Lampung Regency.

b) To prepare structure and infrastructure for supporting tourism.

c) To promote Art and Culture of Central Lampung.

d) To give training, socialization and motivation for the youth to get achievement.

e) To increase quality of professional human resources which are supported by adequate structure and infrastructure.

f) To increase quality of data and information as basic in arranging planning of region establishment.
6. **Products and Services of Tourism, Youth Sport, Art and Culture Department of Central Lampung**

There are many products and services of Tourism, Youth Sport, Art and Culture Department of Central Lampung, they are:

a) **Pamphlet, brochure, VCD tourism object**

The Tourism, Youth Sport, Art and Culture Department of Central Lampung uses pamphlet, brochure and VCD tourism object to promote the tourism objects, arts and cultures.

b) **Muli – Mekhanai events (annual event)**

The Tourism, Youth Sport, Art and Culture Department of Central Lampung give participation in “Muli – Mekhanai Festival” to know the talent and potential of youth which become one of Lampung promotion culture to the other regions.

c) **Socialization program of tourism (routine activities)**

The Tourism, Youth Sport, Art and Culture Department of Central Lampung is often have program to socialize tourism for the people. The purpose is for giving socialization of tourism, awareness of tourism, etc. So, it can support in promoting of tourism.

d) **Participation in Krakatau Festival**

The Tourism, Youth Sport, Art and Culture Department of Central Lampung is one of participates in Krakatau Festival to follow all of events in Krakatau festival such as Krakatau parade, creation dance, and Lampung pop song. The purpose is to promote culture and art.
e) Make a legalization of hotel, restaurant, bar, etc

The Tourism, Youth Sport, Art and Culture Department of Central Lampung is giving services to the clients who want to ask about legalization of making restaurant, bar, etc. Then it would make a legalization to build facilities of tourism, restaurant, hotel, bar, etc.

B. Responsibility of Activities

During field practice in the Tourism, Youth Sport, Art and Culture Department of Central Lampung, the writer took many responsibilities in this Department especially in Tourism Development Division, Marketing and Promotion of Tourism Division, Secretariat Division, Art and Culture division, and Youth Sport Division.

Firstly, in Tourism Development Division the writer had so many activities for helping the staff’s duties such as: typing data and letters, helping the staff’s duty in preparing an event, etc. Beside that, the writer also had activity together with staffs to observe some tourism object then made data of tourism.

Secondly, in Marketing and Promotion of Tourism Division, the writer did some activities such as: typing data about observation schedule, and typing letters.
Thirdly, in Secretariat Division, the writer got some jobs for helping the staff’s duties such as: archiving news, expediting letters, giving number of letters, filing letters, preparing attendance list for the employee, typing data and letters.

Then, in Art and Culture Division, the writer also did some activities such as: typing data about role of cultural parade, helping to make number of cultural parade participant, and helping to make name tag of cultural parade committee.

The last, in Youth Sport Division, the writer did some activities such as: typing data and letters, filing letters, and helping staff’s duty to finish their job.