

CHAPTER II DISCUSSION

2.1. Relation with the Staff of Culture and Tourism Office of Bandar

Lampung City

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

The number of staffs in each Division are :

1. Total Staff : 46 person

- Men : 21 person
- Women : 25 person

2. Total number of staff according to the education level consist of sixth levels:

- S2 : 11 person
- S1 : 19 person
- Academy : 2 person
- Senior High School : 11 person
- Junior High School : 2 person
- Elementary School : 1 person

3. Total number of staff according to the rank:

➤ Classification of Group

- Group IV : 10 Person
- Group III : 19 person
- Group II : 11 person
- Group I : 1 person
- PHL : 3 person
- TKS : 2 person

➤ Total Rank

- Group IV/c : 1 person
- Group IV/a : 8 person
- Group III/d : 9 person
- Group III/c : 5 person
- Group III/b : 2 person
- Group III/a : 4 person
- Group II/d : 2 person
- Group II/c : 2 person
- Group II/b : 5 person
- Group I/c : 1 person

From this data we can know how many staff in Culture and Tourism Office, starting from education level and according to the rank. The total number of the staff is 46 person, consist of 21 men and 25 women.

They are come from different education level, starting from elementary school until S2 and they also have different classification of group.

2.2. The Facilities of Culture and Tourism Office of Bandar Lampung City

Facilities are very important and needed in work field to reach a good result. The completed facilities also make a job easier and faster. Those supporting Facilities in this institution will be explained bellow :

1. Computer

Computer is very useful in this office; used to type many kind of letters, saving data, etc.

2. Type Writer

The function of type writer is almost same as computer; to type letter with manual system, but type writer can not save data like computer.

3. Telephone

Telephone is important facility to connecting with other people or the office relation and giving or receiving information.

4. Printer Machine

It is often used to print out the letters, pictures, official note, Fotocopy and others.

5. Scanner Machine

Scanner Machine is important facility to take some data like pictures or letters from the letters.

6. Internet

This facility are very important to connect used to find and share information.

7. Fax-Mail Machine

Fax-Mail Machine is used to send or receive letters or documents directly and faster than by Post Office.

8. Air Conditioner

This facility is available in every room, because it is very useful to make the room still cold, so the staff will feel comfortable in their job.

9. Camera

Camera is used to take some picture.

10. Handy Cam

Handy cam is used to make a video.

11. Television

Television is used to get some information and also used to entertain all the staff when they fell bored.

12. Office Stationery

This facility is very useful and important, such as pen, pencil, eraser, book, paper, correction pen, ruller, glue, cutter, scissor, filling cabinet and other.

13. Seminar Room

This facility is used for doing meeting with other institutions or each section in this office.

2.3. The role of Culture and Tourism Office of Bandar Lampung to Increase the Visit of Tourist in Bandar Lampung

Promotion section in Culture and Tourism Office has important path, that section should increasing the domestic and foreign visitor of Bandar Lampung City with many ways that can make the tourist interest to come in.

They used two main ways to increase the visit of tourist in Bandar Lampung, that are activities for internal institution (To increase the effectiveness of staffs in working in order to reach the vision and mission of the institution) and activities for external institution (To increase the visit of tourist to Bandar Lampung through promotion will be described as follows)

2.3.1. Activities for internal institution

To increase the effectiveness of staffs in working in order to reach the vision and mission of the institution, implemented are applied into two activities, there are :

➤ **Seminar**

Generally, promotion section is present a seminar or workshop to make their employer more understand anything about Bandar Lampung

So, they will be ready to promote Bandar Lampung. Like promote about the culture, natural beauty, beach, handicraft, culinary and hotel.

➤ **Training**

Usually, training is follow by tour and travel agents in Bandar Lampung.

The function of this training is make the tour and travel agents able to promote Bandar Lampung to the consumer from Lampung or from the other place.

The tour and travel agents get knowledge from this training about tourism in Bandar Lampung, included discuss about accessibility, facility and accommodation. So, every tour and travel agents have minimal standard and maximal standard about price and facility.

2.3.2. Activities for external institution

To increase the visit of tourist to Bandar Lampung through promotion will be described as follows, implemented are applied into four activities, there are :

➤ **The tools**

a) Brochure

Printed paper that contain complete information and consist of some pages and folded without binding.

b) Leaflet

Printer sheet of paper that contain short information.

c) Booklet

Small and thin book with paper covers. It contain more complete information than leaflet or brochure.

d) Banner

Long strip of cloth with a message carried by marchers.

e) CD song

This CD consist of Lampung traditional songs.

➤ **Created national event by Cultural and Tourism office**

a) **Begawi Bandar Lampung (BBL)**

Begawi Bandar Lampung (BBL) is regular event from Cultural and Tourism office of Bandar Lampung every year to celebrate Bandar Lampung Birthday.

Many competitions in Begawi Bandar Lampung (BBL), there are :

- **Muli Menghanai Competition**

Muli Menghanai Competition is a competition to find smart girl (muli) and boy (menghanai) from Lampung to be vice of Lampung teenager.

The girl and the boy should have good behavior. Good looking, smart and know about culture of Lampung, tourism destination in Bandar Lampung.

- **Traditional Design Competition**

In this competition, the applicant should make new design of Lampung traditional cloth.

- **Traditional Food Competition**

Lampung have popular traditional food, that is seruwit. In this competition, the applicant should show the completed food of Lampung Traditional food.

- **Traditional Dance Competition**

Lampung have many traditional dances. By this competition, Culture and Tourism Office of Bandar Lampung hope that the

Lampung people especially teenager able to keep their traditional dance.

b) Lampung Fair

The function of this event is to show Lampung arts, that are pictures, handicraft, traditional clooth, and in here we can find replica of Lampung Institution and replica of Lampung tourism destination.

c) Krakatau Festival

Krakatau Festival that has some program like culture attraction and mask appreciation.

Krakatau festival is like Begawi Bandar Lampung (BBL) that consist of many competition.

➤ **Follow national event by Cultural and Tourism office**

a) APEKSI

APEKSI is become important event to follow because this event follow by all of province in Indonesia. So, so many people come here. Its can be goods advantages for Culture and Tourism office to promote about Bandar Lampung with showed our traditional dance, traditional song, traditional cloth. And many tourist which is interest to come to Bandar Lampung.

➤ **Cooperate between Cultural and Tourism office with the other institution**

Culture and Tourism Office of Bandar Lampung City is an Office that works in Culture and Tourism Section, so in Promoting and introducing Lampung culture and tourism, this office cooperated with

other office or institution. The cooperation is important needed in this section, because the Office should have a good relationship with any other person, especially Client. The example of the Client, such as:

- ASITA (Association of Travel Agent of Indonesia)
- PHRI (Association of Hotel and Restaurant of Indonesia)
- Travel Agent in Lampung
- Tourism Offices in all areas in Indonesia
- Tourism Office in all regency/city in Lampung province
- Tourism Committee in Lampung Province

And from the varieties of ways that have been made the tourists to the Bandar Lampung increased every year. Can be seen that tourists visit each year to increase or decrease its data is from the hotel based on the number of hotel rooms sold out, restaurants and attraction in the Bandar Lampung City. So that it can be seen that the visit of tourist to the city of Bandar Lampung increased from 368.563 or 49,9% on 2009 become 421.082 or 53% on 2010 (table 2). Then the total visit of tourist in 2009 is 577.804 domestic tourist and 3.682 foreign tourist become 635.584 domestic tourist and 4.050 foreign tourist in 2010 (table 1).

- **This data showed that visiting of tourist is increase every year based on the number of hotels room sold.**

**THE TOTAL NUMBER OF TOURIST WHO VISIT IN BANDAR
LAMPUNG BASE ON HOTEL ROOMS SOLD OUT**

Tabel 1

NO	YEAR	TOURIST		TOTAL	PERSENTASE
		DOMESTIC	FOREIGN		
1	2005	373.223	9.584	382.807	-
2	2006	407.239	10.418	417.657	8.3%
3	2007	449.129	7.057	456.186	8.4%
4	2008	510.387	3.626	514.013	11.2%
5	2009	577.804	3.682	581.486	11.6%
6	2010	635.584	4.050	639.634	11.9%

**THE TOTAL NUMBER OF ROOM
ARE AVAILABLE AND SOLD OUT**

Tabel 2

YEAR	ROOM		THE AVERAGE LEVEL OF HUMAN HABITATION
	AVAILABLE	SOLD	
2005	630.720	375.909	40.4%
2006	632.545	376.996	40.4%
2007	655.540	378.894	42%
2008	684.740	364.210	46.8%
2009	735.840	368.563	49.9%
2010	897.535	421.082	53%

- **This is the data about Tourism Objects in Bandar Lampung**

A. The Truly Natural Beauty

1. Batu Putuk Waterfall

One of the truly natural beauty in Bandar Lampung is Batu Putuk Waterfall. Located in Westside and reached only by 20 minutes from downtown, experienced nuance of this area still be awaked by its authenticity. With the hilly contour, view in this area very fascinate.

2. Taman Bumi Kedaton

In Taman Bumi Kedaton, we can find the varieties of animals. There are sumatera elephant, ape, monkey, partridge, hawk, iguana and varieties of snakes.

3. Durian Monument

Durian Monument is make by the government as the symbol of the area which has big result of durian. Durian very famous because durian from local society is delicious.

4. Lembah Hijau

Taman Lembah Hijau have complete facility. Besides nature tourism, also there are water game, outbound and cottage balmy. Taman Lembah Hijau also become the target recreation for family. Here can use to meet and seminar.

B. City Tour

1. Lampung Museum

Lampung Museum is located in Z.A. Pagar Zlam street just 5km from the city of Bandar Lampung. It has 3.233 collections compiled from prehistory, hindu - budhist and islamic age. Lampung Museum also collects local and foreign ceramic. You are also find house hold utensils from ancient time, old tapis clothes, ancient traditional boat and etc.

2. Taman Dipangga

Taman Dipangga is located in Teluk Betuk. Taman Dipangga is mark of krakatau eruption in 1883. here we can get the information of eruption of krakatau by the staff.

C. Beach Tourism

1. Duta Wisata, Mutun and Puri Gading

Duta Wisata and Puri Gading is located in teluk betung. Here we can try water games like swim, speed boat, banana boat, diving and fishing. From here we can see hill of Bandar Lampung which is very beautiful at night.

2. Lampung Bay

From here we can enjoy the sunset. And this beach very clean and beautiful beach.

2.4. The Norms of Culture and Tourism Office of Bandar Lampung City

Based on the meeting decision on January 2nd, 2006 about the rule of mechanism administration, the staff must obey the follow norms :

- 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. Doctor letter for 3-4 days

- All the staff of Culture and Tourism Office of Bandar Lampung City should obey this work time as follow :

No.	Day of work	Start	Rest	finish
1	Monday	07.30	12.00 – 13.00	15.30
2	Tuesday, Wednesday, Thursday	08.00	12.00 – 13.00	15.30
3	Friday	07.30	11.30 – 13.00	15.30

- All the staff should sign in attendance list in the morning.
- All the staff should follow ceremony every monday morning 07.30 a.m.
- The staff may not leave the office before ending of work time without any permission.
- The staff of this office should wear the uniform are as follow :
 - a. Monday (Green / Hansip)
 - b. Tuesday – Wednesday (Brown / PDH)
 - c. Thursday (Batik)
 - d. Friday (Free)

The staff institution and the students who did field practice of that institution must obey the norms. The students also should wear Black and white uniform on Monday until Thursday. And on Friday the student wear free clothes.

2.5. The Difficulties that Encountered and Ways Out To Overcome

1. The Problems

During her two months field practice, the write does not have serious problems. The first problem is 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 Linux and Microsoft Excel. The third problem was having not enough knowledge about Lampung Tourism. In the fact the knowledge was very important to make her know and care in developing tourism of Lampung Province.

2. Ways to Overcome the Problems

- Be more communicative so it can make easier to know the different character of the staff in the office. Considering staff as a friend and 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 and read books about Tourism of Lampung province and improve her skills if she want to work in tourism field.

2.6. The Skills that Students Need in The Future

Based on the experience activity the writer got during field practice, the students should develop their ability, such as :

1. Computer Skill

Recently, Computer becomes main tool in work sector. So, the student must develop their computer skill, especially Microsoft Excel and Office program.

2. Communication Skill

Communication skill is important to create work situation fun, like giving smile and asking some question to other people, especially to the staff, client and costumer of Culture and Tourism Office of Lampung Province. It also can make the other people respect to the writer

3. Supported Skills

Supported skill needed by the students who had field practice in government office, especially in tourism sector are mental attitude, office administration, and also knowledge about Culture and Tourism.

2.7. The Professional English D III Program

Professional English D III is a program that has purpose to create professional student in working field, such as tourism, hotel affairs and business. The students should follow field practice fulfillment of the requirement for D III Degree in final semester.

The students had been given skill and knowledge before having field practice, like computer skill, knowledge about tourism, hotel and administration. The students must be able to apply the skills and knowledge that they got from University in real work.

In this case, the curriculum of professional D III has quite good. But the writer hopes the student would be given more knowledge and computer skill by professional English D III to create a professional students. The students also should be more creative to get a knowledge and develop their ability by studying hard, asking friend, or other ways, not only depends on the lectures in college.