THE EFFORTS OF TOURIST INFORMATION CENTER (TIC)
OF DINAS KEBUDAYAAN DAN PARIWISATA (DISBUDPAR)
TO IMPROVE SOLO TOURISM INDUSTRY

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree
In the English Diploma Program, Faculty of Letters and Fine Arts,
Sebelas Maret University

by
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MOTTO

(Filipi 4: 6)

Be careful for nothing; but in every thing by prayer and supplication with thanks giving let your requests be made known unto God
DEDICATION

From the deepest of my heart, this Final Project is dedicated to:

- **JESUS CHRIST**
- Lecturer
- My Mother
- My friends
ACKNOWLEDGEMENT

Salam Sejahtera,

Finally, I can finish this final project because of this mighty blessing and guidance Allah. In the process of making this final project, I realized that it could not be done without any helps from many people. Therefore, I would like to express my sincere gratitude to:

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9. My mother thank you so much for your spirit, patience, and love given to me, sorry mom if me often disappoint you but actually I love you so much, and I still need your blessing to catch my dream in this life.

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Furthermore, thanks for all the help working on my final project. I realize that this final project report is far from being perfect. However, I hope this report will be beneficial for all readers.

Surakarta, Januari 2011

The Writer

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ABSTRACT

Bivin. 2011. The Efforts of Tourist Information Centre of DISBUDPAR to Improve Solo Tourism Industri. English Diploma Program. Faculty of Letters and Fine Arts, Sebelas Maret University.

This final report discusses about the strengths, the weaknesses, and the efforts of Tourist Information Centre to improve Solo Tourism Industry. Tourist Information Centre is one of the sections in DISBUDPAR aimed to increase the number of tourism industry in Solo.

The report describes of the strengths and the weaknesses of TIC at DISBUDPAR Solo to give information for tourists who visit Solo. The writer collected the data of the report from brochures, tourism books, leaflets, observations, tourists and employees interviews of DISBUDPAR Solo, also by finding references in the library, browsing internet, and using job experience.

As a result, it can be seen that the strength of TIC at DISBUDPAR Solo is giving information about Solo and its surrounding without cost. The weaknesses of this TIC are the difficulty in finding the location, the lack of facilities, and the low quality of its staffs. Therefore, the efforts taken by TIC to solve the problems are building a big sign in the road side of Slamet Riyadi street, increasing the number of tourism information tools, improving the ability of TIC staffs in mastering foreign language and knowledge about tourist destination.
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CHAPTER I

INTRODUCTION

A. Background

Tourism is a business activity connected with providing accommodation, service, and entertainment for people who are visiting a place for pleasure (Oxford sixth edition). The tourism industry is one of the important businesses because it brings big income for countries. Indonesia is one of the tourist destinations in the world. As one of the interesting tourist attractions in Indonesia is Central Java.

Every year many foreign and domestic tourists are interested in visit it. Solo is a rich cultural city. It has attractive objects, mystic, art, etc. “Solo has an area of 44.37 square kilometers and is 96 meters above sea level. The average temperature is 28 degree Celsius during the day and 23 degree Celsius at night. The population of Solo is 520,000. Solo has many points of interest for the tourists; the first are arts and crafts. It has Javanese classical music and dance (ex: The Bedoyo Ketawang is one of the famous classical dance), Wayang performance, Leather Puppets, Batik (national clothes of Indonesia), Wood Carving, Keris. The second are attractive objects; it has Kasunanan Palace, Pura Mangkunegaran, Sriwedari Park, Radya Pustaka Museum, Klewer Textile Market, Triwindu Antique Market, Depok Bird Market, Jurug Park, Balaikambang Park. Every year Solo have many cultural events such as Sekaten. (traditional ceremony in the Islamic month of Prophet Muhammad’s birthday), Kirab Pusaka (The heirloom procession).
The government should make a good strategy to improve Solo tourism industry, and therefore suggest the local department especially to handle tourism in Solo. It is named as Dinas Kebudayaan dan Pariwisata (DISBUDPAR) and its duties are to give information about tourism object in Solo. DISBUDPAR should improve Solo tourism, and it also must increase national income. Dinas Kebudayaan dan Pariwisata (DISBUDPAR) has a main duty to give information about tourism attractions, accommodations, guides, and many information like hotels, restaurants, money changer, Mosque, church, Bus station, Post Office in Solo.

Dinas Kebudayaan dan Pariwisata (DISBUDPAR) builds Tourism Information Center (TIC). Tourism Information Center (TIC) is handled by Dinas Kebudayaan dan Pariwisata (DISBUDPAR). It gives information to the foreign and local tourists if they visit Surakarta Tourist Information Center. TIC must give information about Solo. The staffs division TIC should be kind, friendly, and smart to attract tourist visit Surakarta. Therefore, TIC is one of important division to improve Solo tourism industry.

The writer choose Dinas Kebudayaan dan Pariwisata (DISBUDPAR) division of Tourist Information Center (TIC) as the subject of the final project because she did 1.5 month of training in DISBUDPAR division of TIC. The job training has benefits for her to practice English skill, have conversation with foreign tourist. TIC is one of tourism division in Dinas Kebudayaan dan Pariwisata (DISBUDPAR) and it has two main duties, promoting tourism and giving information to the tourists.
Therefore, the writer wants to know more about THE EFFORTS OF TOURIST INFORMATION CENTER (TIC) OF DINAS KEBUDAYAAN DAN PARIWISATA (DISBUDPAR) TO IMPROVE SOLO TOURISM INDUSTRY.

B. Objectives

The objective of the final project is to describe about:

1. To describe the strengths and the weakness of TIC at DISBUDPAR Solo.
2. The efforts of Tourist Information Center (TIC) to improve Solo tourism industry.

C. Benefits

The Final Project report giving benefits for:

1. English Department Diploma Program
   By this Final Project, student English Diploma can know about TIC and after reading this final project can describe how important the tourism in solo and its department.

2. Tourist Information Center (TIC)
   Hopefully, the final project can be useful for TIC staffs to improve TIC quality.

3. Public
   This final project gives much information about TIC for public about how DISBUDPAR improves Solo tourism industry.
CHAPTER II
LITERATURE REVIEW

A. Effort

1. The Definition of Effort

a. According to Princeton Education, effort can be defined as:
   1. Earnest and conscientious activity intended to do or accomplish something.
   2. Use of physical or mental energy.

b. Longman Dictionary states that efforts is divided into two means, they are:
   1. The physical or mental energy that is needed to do something.
   2. An attempt to do something, especially when involves a lot hard work or determination.

c. The other reference about effort from Merriam Webster’s Dictionary
   1. Conscious exertion of power
   2. A serious attempt
   3. Something produced by exertion or trying
   4. Effective force as distinguished from possible resistance called into action by such a force
   5. The total work done to achieve a particularly and from the above reference can take conclusion from effort word is a particularly activity group or individual people in order success.
B. Tourism

1. The Definition of Tourism

There are several definitions about tourism, it depends from expert with different basic.

According to The World Tourism Organization “travel to and stay in places outside their usual environment for more than twenty-four (24) hours and not more than consecutive year for leisure, business and other purposes not related exercise to the exercise of an activity remunerated from within the place visited”.

According to Theo Bald (1994) tourism is like a circle, a tour represents a journey that is a round trip, the act of leaving and then returning to the original starting point, and therefore, one who takes such a journey can be called a tourist.

According to Hunziker and Krapf, in 1941, Tourism as people who travel “the sum of phenomena and relationships arising from the travel and stay of non-residents, insofar as they do not lead to permanent resident and are not connected with any earning activity.”

Tourism Society of England’s definition was; “Tourism is the temporary, short-term movement of people to destination outside the places where they normally live and work and their activities during the stay at each destination. It includes movement for all purpose.”

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According to Oxford Dictionary, tourism is a business activity connected with providing accommodation, service, and entertainment for people who are visiting a place for pleasure.

Based on the definitions above, it can be concluded that tourism is the act of travel with the activity in fun and pleasure happening in this interaction by the relation between government and society.

2. **The Classification of Tourism**

The United Nations classified three forms of tourism in 1994, in its “Recommendations on Tourism Statistic.”

a) **Domestic tourism**, which involves residents of the given country traveling only within this country.

b) **Inbound tourism**, involving non-residents traveling in the given country.

c) **Outbound tourism**, involving residents traveling in another country.

According to Prof. Salah Wahab, in his book “Tourism Management”, divides the kinds of tourism as follows:

a. **Based on the number of people**

1) **Individual Tourism**

   Individual tourism is a tour conducted by one person or one family.

2) **Group Tourism**

   Group tourism is a tour that is conducted by several people in one group, a travel agent organizes this group, and a tour guide leads it.
b. Based on the aim of doing a trip

1) Commercial Tourism

Commercial tourism is a tour that is conducted with the aim of visiting a commercial exhibition or celebration.

2) Cultural Tourism

Cultural tourism is a tour that is conducted with the aim of getting a wider conception, studying the local society about their way of life, behavior, culture and art.

3) Health Tourism

Health tourism is a tour that is conducted with the aim of getting a new environment for health reason.

4) Sport Tourism

Sport Tourism is a tour that is conducted with the aim of having sport activities.

5) Agricultural Tourism

Agricultural tourism is a tour that is conducted with the aim of visiting farming land where the tourist can take part in agricultural activities.

6) Water Tourism

Water tourism is a tour that is conducted with the aim of having activities in water places.

7) Pilgrimage Tourism

Pilgrimage tourism is a tour that is conducted with the aim of religion, history and belief at holy places.
c. Based on the transportation tool

1) Land Tourism

Land tourism is a tour that use land transportation, such as train, bus, car, travel.

2) Maritime Tourism

Maritime is a tour use water transportation, such as ship.

3) Air Tourism

Air transportation is a tour use air transportation, such as airplane.

d. Based on the geographical location

1) National Domestic Tourism

National domestic tourism is a tour that conducted local citizen and foreign people who stay at that country for a certain purpose, which is limited in that country.

2) Regional Tourism

Regional tourism is a tour that is conducted by people in a certain tourism area, like trip to West Europe.

3) International Tourism

International tourism is a tour that conducted by people in one country to the other country.

e. Based on the age

1) Youth Tourism

Youth Tourism is a tour that is conducted by young people.
2) Adult Tourism

Adult tourism is a tour that conducted by adult.

f. Based on the sex

1) Masculine Tourism

Masculine tourism is a tour that is conducted by male people.

2) Feminine Tourism

Feminine tourism is a tour that is conducted by female people.

g. Based on the price and social level

1) Luxurious Tourism

Luxurious tourism is a tour that is conducted by high class people

2) Middle Tourism

Middle tourism is a tour that is conducted by medium class people.

3) Lowest Tourism

Lowest tourism is a tour that is conducted by low class people.
CHAPTER III
DISCUSSION

A. Description of Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Solo

1. The History of DISBUDPAR of Solo

Solo, as one of the tourist destination cities in Indonesia needs an institution to manage and develop the tourist potential of Solo. Therefore the local government built Dinas Kebudayaan dan Pariwisata (DISBUDPAR) of Solo in 1985. It was founded after the mayor of Solo issued the decree no.29/HK/05/PHG 79 to develop tourism of Surakarta. Then, the government changed the name of Dinas Pariwisata (DIPARTA) into Dinas Pariwisata dan Budaya (DIPARSENBUD) based on decree no. 22/1999 about territorial administration and PP no. 25/2000 about the rules of administration staff. Then, the mayor of Solo changed the name of Dinas Pariwisata dan Budaya (DIPARSENBUD) of Solo into Dinas Kebudayaan dan Pariwisata (DISBUDPAR) of Solo based on the decree no. 16/2008 dated 24 December 2008. DISBUDPAR has fundamental duties in local government affairs such as tourism, arts, history, culture and ancient.

DISBUDPAR of Solo is a one institution for tourism, which helps the national or regional tourist. It also has the authority for planning the operational policy, developing the accommodation operation of tourism, giving guidance and constructing the potential tourism, giving the license for private tourism company comforted to the policy as issued by the Mayor,
developing the accommodation operation of tourism, recreation and public entertainment, and the last, controlling and developing art and culture tourism assets.

2. Vision and Mission

The vision and mission of DISBUDPAR are:

a. Vision

- Solo will be directed to become a well-known tourism object of Indonesia with the distinctive features and characteristics of the tourism cultural art.
- DISBUDPAR has the principle with strong pillars, such as City Government, culturist, and tourism performer society that will create the optimalization of tourism potentials.
- DISBUDPAR plays an important role as a facilitator that is directed to have strategically programs and improvement of the public service.

b. Mission

- Encouraging the careens, the social autonomy to increase the quality of local tourism development.
- Increasing the quality of human resources in tourism and cultural sector and employing society and business exertion having global competitive ability.
- Providing accurate and complete information in tourism and cultural sector.
- Increasing tourism destination with good promotion strategy.
3. The Location of DISBUDPAR

DISBUDPAR Solo is located at 275 Slamet Riyadi street Surakarta. It is between Graha Wisata and Radya Pustaka Museum.

4. The structure of the Organization consists of:

a. The Head of the Institution

The duty is to control and organize all of the working system, which have been decided by the mayor.

b. Administration

Administration department consist of:
- Sub Department of General Affair
- Sub Department of Human Resources
- Sub Department of Finance

The main duty is to manage the administration works, such as the administration finance, handling archives, and monitoring the information of the employee.

c. Department of Program Assistant, consist of:

- Planning Division
- Control, Evaluation and Report Division

The duties are to make the strategic plan and the annual working program, to monitor and control the program and to evaluate it.

d. Department of Tourist Service

This Department consists of:
- Tourism Accommodation Division
- Recreation and Public Entertainment Division

The duties of this department are handling of the tourism accommodation, the recreation, and public entertainment.

e. Department of Control and Development of Art and Culture Asset consists of:

- Control and Preservation of Art and Culture Asset Division
- Development of art and Culture Asset Division

The duty is to control, to continue and to develop tourism.

f. Tourism Marketing Department, consists of:

- Tourism Promoting Division
- Tourism Service and Information Division

It has duty in promoting tourism and giving information service to the tourist.

The Employees of DISPAR Solo are divided into:

1. The Administration Division : 15 employees
2. The Tourist Equipment Division : 10 employees
3. The Marketing Division : 7 employees
4. The Tourism Counseling Division : 8 employees
5. The Tourism Service (TIC) : 2 employees
6. The TIC (both the Airport and Railway Station) : 6 employees

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5. The Board of the Organization in DISBUDPAR Surakarta

(Pemerintah Daerah TK II. Susunan dan Tata Kerja Dinas Pariwisata)
B. Description of the Tourist Information Center

1. Tourist Information Center (TIC)

TIC is the one of division in DISBUDPAR Solo, it has duties in promoting Solo tourism objects. TIC was established by the local government of Surakarta with the decree no. 5 K 71/U/1969 and TIC is one of division in DISBUDPAR. The main duty of TIC staffs is giving information about Surakarta surroundings to foreign or domestic tourists. The staffs must also create good image for the tourists. The main purpose of TIC is to increase number of tourists.

The other functions of TIC are as follows:
1. To introduce tourism object of Indonesia in general and specific for object destination of Solo to the foreign or domestic tourist
2. To increase income of local government and people of Solo
3. To observe the national culture

The located of TIC same with DISBUDPAR, because it is a part of DISBUDPAR. The location of TIC is at 275 Slamet Riyadi street Surakarta, between Radya Pustaka Museum and Wisata Niaga bldg. TIC is also available in two other places, at Balapan Railway Station and Adi Sumarmo Airport Solo.

a. The Work Effectiveness

The Working Hours of TIC:

- Monday – Tuesday : 07.30 - 17.00
- Friday : 07.30 - 11.30
- Saturday : 10.00 - 17.00
b. The effectiveness of the staffs

The staff recruitment influences the effectiveness of the TIC. Before being accepted as TIC staff, a person takes several tests. The test is given to TIC staff candidate in order to get qualified staff. The materials of the test are about tourism, tourist destination in Solo, communication aesthetics, and foreign tourists.

2. The Kind of Information Given in the TIC

The examples of the information given are as follows:

1. Tourist attractions in Solo.
2. Hotels or accommodations.
3. Departure or schedule of train, airplane, and bus.
4. Money Changer

The promotion media such as:

1. Map
   It contains the location of tourism destination, hotels, bus station, airport, railway station, money changer.

2. Brochure or leaflet
   It has short and simple information about the tourist destination.

3. Guide Book
   It has more complete information about Tourism Organization, tourism business, and tourism destination.

4. Booklet
   It has complete information about some sponsors to promote their products, or factory services.
3. The Way to Communicate in TIC

TIC has two systems in giving the information. One of it is direct communication or face to face information system, while the another one is indirect system.

Those two systems are explained below:

a. Direct System

The mean of direct system is when the tourists come to TIC and asks some information about tourism attractions in Solo. Direct information is a good way for searching information because they can get detailed information. Examples: the tourist will ask about the most comfortable place to visit, the easiest and the cheapest transportation and accommodation for example information about hotels, home stays, restaurants, shopping center, schedule of airplane, train, bus and money changer that are proper to their needs. Therefore, the TIC staffs can give a solution if the tourists get some or many difficulties about their trip.

b. Indirect System

This means that the tourist can get information about tourist destination by reading brochure, booklet, map, guiding book. This way is more effective than direct information but sometimes it is not representative enough to describe the location or tourist destination. The information about Solo can also visiting website www.visit-solo.com.
C. The Activities of The Writer in TIC

The writer did job training from March 8 – April 22, 2010. There is a place in the front office desk as TIC staff. TIC is the division of DISBUDPAR in tourist promotion field. The main duty is giving information about Solo’s surrounding to the domestic or foreign tourists.

The activities of the writer during in the job training are:

1. Welcoming the guests who come to DISBUDPAR.
2. Giving information for domestic tourist or foreign tourists about Solo tourism attractions, hotels, culture, etc.
3. Receiving the letters, proposals, and invitations.
4. Making a list of the tourists who have visited DISBUDPAR.
5. Delivering the letters, email, proposals, and invitations.
D. Discussion of the Problem

1. To Describe The Strengths and The Weakness of TIC at DISBUDPAR of Solo.

a. The Strengths of TIC at DISBUDPAR of Solo

TIC at DISBUDPAR of Surakarta is one of the best tourist information centers in Indonesia. It can be seen from the guide book brought by tourist. TIC at DISBUDPAR of Solo never ask for the cost in giving information to the tourists. They help the tourists in getting information about tourist attractions in Solo and its surrounding. It is different with tourist information center other places. There are tourists information center asking for the cost after giving information to the tourist.

Therefore, TIC at DISBUDPAR of Solo has two staff that has a good ability in mastering some foreign languages. One staffs can master English very well, besides they are can also Japan and France language. It can help them in transferring the information to the tourist, because not all of tourists who come to TIC can speak English. Therefore, the ability of mastering some foreign language is needed to conduct the profession as TIC staff. The good service, giving complete information about Solo and surroundings, can make tourist not disappointed visiting TIC office.
b. The Weakness of TIC at DISBUDPAR of Solo

1) The Weakness based on location

TIC is located in one building with DISBUDPAR of Solo. Actually, it is not familiar building for the tourist because it is a kind of government intuition building. This building is located between two big buildings that cover existence of DISBUDPAR, therefore it is not easy to be recognized. The two buildings are Graha Wisata Niaga Hall and Radya Pustaka Museum.

DISBUDPAR is also located approximately 300 meters from the edge of Slamet Riyadi Street and there is no big board which shows the direction of TIC office. Therefore, it is difficult for the tourist to find the location of TIC office when they want to look for the information about Solo attractions.

2) The weakness based on the facilities

Facilities are very important to support the duty of TIC in giving information about tourist attractions in Solo and its surroundings to the tourists. If the institution cannot provide office with complete facilities, it will bother their activities in giving the service to the tourist and public. TIC at DISBUDPAR of Solo still has limited facilities. It makes the service given to the tourists considered to be minimum.

The first problem is the limitation of the brochure or leaflet, map, guide book, and booklet. TIC often run out brochures some
tourists attractions because of the limited supply. DISBUDPAR of Solo do not become the institution which publishes tourist attractions brochure or leaflet anymore. Therefore, TIC staffs cannot give the complete information to the tourist.

The second problem is the conditions inside of the TIC office which is hot. Some foreign tourists often heat because the office is not completed with Air Conditioner (AC). The climate in Indonesia and another country is different. They have been familiar with cold weather and now when they are in Indonesia, they will be very shocked with the weather changing.

Living room for tourists only have four chairs and one table. This make causes the tourists do not feel comfortable to wait for some information needed. Besides these problems about, the availability of free Internet, TIC just has only one computer. Furthermore, the tourists who need this facility should be queuing to use this computer facility. Not complete the facilities above will increase uncomfortable for the tourists who come to the TIC.

3) The weakness based on the staffs

TIC at DISBUDPAR of Solo has also weakness based on the staffs. The first problem is the number of TIC staff is limited. When the writer did job training in there, TIC staffs started working at 10.00 until 16.00. Whereas, the guide book states that TIC at DISBUDPAR
of Solo open 07.30 until 17.00. Tourist will disappointed if they know that TIC office has closed before the written time in their guide book.

The second problem is the lack of foreign language mastery by the employees. They have a problem in transferring the information to the tourists. One staff is fluent in several foreign languages, like English, Japan and France. But the other one cannot speak English fluently. She is still confused in explaining the information because she has problem with limited vocabulary. The use of foreign language is very important because the success of the job depends on the way they deliver the information.

They should be able to give the information in the right sentence constructions. The good language application has a close relation to the profession as TIC staff.

The last weakness is that TIC staffs have less knowledge about Solo and its surroundings. They often cannot answer the tourist’s questions about some place in Solo and they ask to other employees in DISBUDPAR. It makes the tourists do not believe with the professionalism of the office.

2. The efforts of Tourist Information Center (TIC) to improve Solo tourism industry.

a. The efforts about the location.

It is necessary to solve the questions about the location of TIC at DISBUDPAR of Solo, since the tourists feel difficult to find the location
of TIC at DISBUDPAR of Solo. DISBUDPAR should build a big board in the side of Slamet Riyadi Street so that the tourist can know the location of TIC at DISBUDPAR of Solo easily.

Actually, the previous board is located in front of Radya Pustaka Museum, but its size is small enough. Therefore it is not enough to give information to the tourists about the location of TIC at DISBUDPAR of Solo. It becomes the problem for the tourists who come to TIC at DISBUDPAR of Solo. The tourists do not know the correct location TIC at DISBUDPAR of Solo because they only know TIC from the information from hotels or map guide, where they stay. Many tourists can not get exact direction to go TIC at DISBUDPAR of Solo.

Therefore DISBUDPAR of Solo builds a big board in the edge of Slamet Riyadi Street. The easy location of TIC at DISBUDPAR Solo is an important thing because the tourist can find it more easily and it can increase the number of tourists who come to the TIC at DISBUDPAR of Solo.

b. The efforts to improve the facilities

TIC at DISBUDPAR of Solo needs to conduct some efforts to improve the facilities in order to give the satisfying service to the tourists. It should increase the supported instrument of tourism information such as brochures or leaflets. By increasing the number of these instruments, they will not run out the brochures or leaflets and they can give the complete information to the tourists.
TIC at DISBUDPAR of Solo should provide the comfortable room for tourists by applying the AC. It should be done because TIC is not only the place for getting information about tourist attractions in Solo but also the place for taking a rest and meeting room for the tourist.

The last effort is TIC at DISBUDPAR of Solo provides the comfortable room for tourists by adding sofa and one computer with free internet access. It should be done so that the tourists do not feel bored if taking rest or waiting for information. Therefore, the comfortable room is needed to make the tourists feel comfortable with the condition of the room.

c. The Effort about The Quality of Staffs

TIC has to provide a good service in order to increase the tourist numbers and the quality of service. The service given by the staff still has weakness. In order to improve Solo tourism industry, TIC staffs should be professional in work.

TIC have two staffs that can stay at TIC office from 10.00 until 16.00 whereas it is written in tourist’s guide book 07.30 until 17.00. The tourists will be disappointed to know the TIC office has closed. Therefore, DISBUDPAR has to add the number of TIC staffs, especially those who resolute in discipline time work.

TIC staff still has a limitation of foreign languages competency. There is only one staff that is fluent in speaking several foreign languages. TIC staff has an important role in giving information to the tourists.
staffs should be able to create the same understanding in every given message. The limitation of language mastery raises some problems. To make the tourists satisfied, TIC staff should improve the foreign language skills especially English by taking English course in order to solve the problem when they have to transfer the information to the tourists.

TIC staffs should also provide the knowledge about Solo and its surroundings. Therefore, when the tourists ask about some places in Solo, they can answer and explain correctly. It can make the tourist know about solo attractions. Therefore, through a clear and correct explanation of tourists will be more interested in Solo attractions.
CHAPTER IV
CONCLUSION AND SUGGESTIONS

A. Conclusion

Based on the description and discussion in the previous chapter, the writer concludes that TIC at DISBUDPAR of Solo is an important division in giving information to the tourists. It is also to promote tourism industry in Solo and its surroundings.

TIC does not only have some strength but also some weaknesses. The first strength of TIC is that TIC at DISBUDPAR of Solo gives the information or services to the tourists and it is free of charge. They give information to the tourists clearly and correctly, but the tourists do not need to pay for the information they get. The second strength is that TIC at DISBUDPAR of Solo has one staff who can master some foreign languages well. It can help transferring information to the tourists about tourist’s attractions in Solo and its surroundings.

TIC at DISBUDPAR of Solo also has some weaknesses. The first weakness of TIC at DISBUDPAR of Solo is about the location. TIC’s building is located between two big buildings that block the sight to DISBUDPAR, therefore it is not easy to be recognized.

The second weakness of TIC at DISBUDPAR of Solo is about the facilities. The facilities of TIC at DISBUDPAR of Solo are limited. They often run out of the brochures of some tourists attractions because of the limited supply. They also have an uncomfortable room, which makes the tourists feel bored and uncomfortable.
The last weakness of TIC is about the quality of staffs. TIC has two staffs, but there is only one staff who is speaking several foreign languages fluently. Meanwhile the other employee has a problem in transferring the information to the tourists because of the limitation in mastering foreign language. The TIC staffs also have less knowledge about Solo.

In order to cover up for the weaknesses, TIC at DISBUDPAR of Solo, has conducted several efforts to improve their professionalism in work in order to increase the number of tourists who visit Solo. It can help Solo tourism industry, particularly in terms of foreign tourists. DISBUDPAR of Solo should build a big board or sign in the side of Slamet Riyadi Street so that the tourists know the location of TIC. Another effort to overcome the weaknesses of TIC is through the facilities improvement by providing tourists information media like brochures, leaflets, and map guides. TIC should provide the comfortable room with AC and additional sofa to make the tourists feel comfortable.

DISBUDPAR of Solo should add the number of TIC staffs and equip them with better proficiency in English by taking English course. DISBUDPAR of Solo also resolute in discipline time for TIC staffs then the tourists will not feel disappointed when they come to the TIC office. The last effort is that they should also provide themselves with better knowledge about Solo and its surroundings.
B. Suggestions

Based on the problems that have been discussed above, the writer has some suggestions for DISBUDPAR of Solo especially TIC division. The suggestions are especially go to:

1. The DISBUDPAR

DISBUDPAR should build a big board in the side of Slamet Riyadi street so that the tourists can know the location of TIC at DISBUDPAR of Solo easily. DISBUDPAR should be active in promoting tourism potentials in Solo. This has to do with the human resources. Therefore DISBUDPAR also needs to be more careful in recruiting the staffs of TIC. Only applicants with excellent competencies hired to improve and maintain the quality of the staffs and DISBUDPAR/ TIC itself.

2. The Staffs of TIC

Being TIC staffs means that they should be capable of giving complete information for the tourists to know the details of tourism in Solo. By giving a clear and correct explanation it is expected that the tourists will be more interested in Solo attractions. Additionally, it is essential for a professional TIC staff to master more than one foreign language, give good services, and also have broad knowledge of tourism in Solo.