THE EFFORTS OF DISBUDPAR SURAKARTA IN PROMOTING SOLO TOURIST DESTINATIONS

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ABSTRACT

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This final project report was written based on the job training activity which was done by the writer in the Tourist Information Center (TIC) at Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Surakarta from July 3, 2014 and ended on August 4, 2014. The writer used observation, interview, and literature study in the process of collecting the data.
The objectives of this final project report are to explain the efforts of DISBUDPAR Surakarta in promoting Solo Tourist Destination and to know the obstacles and the solutions of DISBUDPAR Surakarta in Promoting Solo Tourist Destinations.
The result of this final project report shows that the efforts of DISBUDPAR Surakarta in promoting Solo Tourist Destination are by doing various promotion activities. The promotion activities are continuously organized to attract tourist to visit Solo city. There are several promotion activities done by DISBUDPAR Surakarta such as establishing Tourist Information Center (TIC), making brochures, leaflets, map of Solo city, billboard, making tagline, newspaper, and making websites.
DISBUDPAR Surakarta also solves the problems about location of DISBUDPAR Surakarta and updates the information and gives the respond to comments from the website.

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