THE PROMOTION STRATEGY OF WONOSOBO 
TOURISM AND CREATIVE ECONOMY OFFICE 
IN PROMOTING 
WONOSOBO TOURISM ATTRACTIONS

FINAL PROJECT REPORT

Submitted as Partial Requirement in Obtaining Degree in the 
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Sebelas Maret University

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*Intelligence without ambitions is a bird without wings.*

*C. Archie Danielson*
DEDICATION

My beloved mother
and
My beloved little brother
PREFACE

The writer would say thank to Allah who always gives His guidance and blessing. The writer also delivers her thank to everybody who help her accomplish this final project report entitled *The Promotion Strategy of Wonosobo Tourism and Creative Economy Office in Promoting Wonosobo Tourism Attraction*.

This final project describes the job training activities, the problems faced by the writer, and the problem faced by Wonosobo Tourism and Creative Economy Office. The solutions of the problems and the strategy used by Wonosobo Tourism and Creative Economy Office in Promoting Wonosobo tourism attractions are also mentioned in this final project.

The writer realizes that there are many weaknesses in this final project report. Any suggestion, criticism and correction are very expected to make it better. I hope this report is useful for the readers.

The Writer
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ABSTRACT


This final project report was written based on the job training done in Wonosobo Tourism and Creative Economy Office. The objectives were to describe the problems faced by Wonosobo Tourism and Creative Economy Office and their strategy to overcome the problems.

Data were collected using interview technique. Besides, the writer did observation by joining the officials who attended or held promotion events to determine the strategy of Wonosobo Tourism and Creative Economy Office in promoting Wonosobo tourist attractions.

There were two problems that the officials of Wonosobo Tourism and Creative Economy Office encountered. They were problems of limited fund and reduced scope of work. The solutions of the problems above were the officials of Wonosobo Tourism and Creative Economy Office tried to minimize the fund by revising their promotion plans and tried to coordinate with Wonosobo Government as well. Wonosobo Tourism and Creative Economy Office also had three strategies in promoting tourist attractions in Wonosobo. They were personal selling, advertising, and enhancing the public relations efforts.
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