THE SWOT ANALYSIS OF LYMARAIS TOUR AND TRAVEL

Submitted as a Partial Requirements to Obtaining a Degree in English Diploma Program Faculty Of Cultural Sciences Sebelas Maret University

By:
Eka Novia Krisdayanti
C9312025

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APPROVAL OF SUPERVISOR
Approved to be examined before the Board of Examiners,
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Final Project Report: THE SWOT ANALYSIS OF LYMARAIS TOUR AND
TRAVEL

Name: Eka Novia Krisdayanti
NIM: C9312025

Supervisor

Drs. Agus Hari Wibowo, M.A., Ph.D.
Supervisor

NIP. 196708301993021001
APPROVAL OF THE BOARD OF EXAMINERS

Accepted and Approved by the Board of Examiners,
English Diploma Program, Faculty of Cultural Science
Sebelas Maret University

Title : The SWOT analysis of Lymarais Tour and Travel.
Name : Eka Novia Krisdayanti
Student Number : C9312025
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The Board of Examiners:

Dra. Diah Kristina, M.A., Ph.D
Chairpersons

Yusuf Kurniawan, S.S., M.A
Secretary

Drs. Agus Hari Wibowo, M.A., Ph.D
Main Examiner

Faculty of Cultural Sciences
Sebelas Maret University
Dean,

Prof. Drs. Riyadi Santosa, M.Ed., Ph.D
NIP. 196602281986011001
MOTTO

“Life is like an ice cream, enjoy before it melts”
DEDICATION

With all my heart, I dedicate this final project to:
The Almighty, Allah SWT
My beloved University
    My beloved parents
    My beloved brother
Everyone who loves me
    All of my friends
    My self
PREFACE

As a human being who constantly has faith and belief in Allah the Almighty, I continuously offer my praise and gratitude to Allah SWT who has given me power, spirit and everything is finishing this Final Project and I would like to inform the readers that this final project entitled “The SWOT Analysis of Lymarais Tour and Travel” contains information based on the observation and analysis while doing internship in Lymarais Tour and Travel. I learned how to reservation in flight ticket, made hotel voucher, and served other services. I also observed and analyzed the problem appeared in Lymarais Tour and Travel based on SWOT analysis and how to solve it.

In this final project, I realize that this report is relatively far from being perfect, therefore I expect criticism and suggestions and this report will be a welcome addition to the references from the readers to make it better afterwards.

Over time as well as the willingness of criticism and advice, I would like to say thank you. Hopefully, this final project is able to give information to the readers.

Surakarta, January 20th, 2016

Eka Novia Krisdayanti
ACKNOWLEDGEMENT

Bismillahirrahmanirrahim

I would like to say Alhamdulillahirrobilalamin for the blessing, love and mercy that Allah SWT gives to me, so that I can finish this final project report. I realize that final project cannot be conducted successfully without any helps from other. Therefore, in this opportunity I would like to express my highest gratitude and appreciation to:

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11. My lovely best friend…Henrika, Rahma, Leni, Fatwa, Lusi, Mytha, Niken, Etik, Hefi, and all of my friends in class B, thanks for your love, help and support (please don’t bullying me, I hate it) Love you all...!! Thanks for sharing your experience and your laughter.

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13. Last but not least, to all of people who guide me and whose names I cannot put here one by one I offer my thanks. I realize the final project has many weaknesses. However, I hope this report be beneficial for all readers.

Surakarta, January 20th, 2016

Eka Novia Krisdayanti
ABSTRACT

Eka Novia Krisdayanti, 2016. The SWOT analysis of Lymarais Tour and Travel, English Diploma Program, Faculty of Culture Sciences, Sebelas Maret University.

This project report was composed based on my internship experience done in Lymarais Tour and Travel for a month. I observed and learned about the management of Lymarais Tour and Travel. Lymarais Tour and Travel provides many kinds of products and services. It has two kinds of product and service including tourism product and non-tourism product. Tourism product provides ticketing services, tour packages and hotel voucher services. Non-tourism product consist of travel document services and other services including tourism consultancy and payment of electricity bill, telephone, internet and hand phone balances.

I also attempted to do other observation about of the performance of Lymarais Tour and Travel by identifying its strengths, weaknesses, opportunities and threats or also known as SWOT analysis. Based on the analysis, the agency has (1) five strengths: strategic location, many kinds of services, excellent services for the customers, having many official partners and cozy room, (2) the weaknesses: limited number of staff, small space, no parking lot and the unavailability of the marketing division, (3) the opportunities: able to be a reseller agency and being very popular in Gladag area, and (4) and three threats: competition, seasonal customers, possibility of losing customers and the location of this agency. The overall performance of Lymarais Tour and Travel is quite good but there is some aspect that the agency should pay more attention too.

Hopefully, this final project report can be a reference for Lymarais Tour and Travel to improve their management.
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