Marketing of Potential Tourism Destinations in Karanganyar Regency

Internship Report

Submitted to Meet a Part of the Requirements to Obtain an Ahli Madya Degree in English Language

by

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Faculty of Cultural Sciences
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Surakarta
2016
APPROVAL

The undersigned below has approved that this internship report is ready for examination. All the content in this report, however, is solely the responsibility of the writer.

Title of Internship Report:
Marketing of Potential Tourism Destinations in Karanganyar Regency

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Surakarta, 21 June 2016
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The undersigned below hereby state that this internship report has been approved and accepted by the Board of Examiners at English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University

Title of Internship Report:
Marketing of Potential Tourism Destinations in Karanganyar Regency

Name of Intern:
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Date of Examination:
July 18th, 2016

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ACKNOWLEDGMENT

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_Surakarta, June, 2016_  
_Ari Sudrajat_
ABSTRACT


The aims of this report are to explain (1) the activities done by the writer during the internship program at Cultural and Tourism Department of Karanganyar Regency; (2) the difficulties faced and exit strategies done by the writer during the activities.

The main activity of this program is creating the tourism website using English in order to promote the local tourism destinations of Karanganyar Regency toward the foreign public. Further, there are five steps that had been passed by the writer. They are observing the tourism destinations, writing the persuasive-descriptive texts, creating and designing the website, reporting the project to the department, and also promoting the website to the public. During the internship activities, the writer faced many problems. The most difficult problem was writing the persuasive-descriptive texts. In order to solve that problem, the writer did some strategies. They are (1) reading some references from books, leaflets, and brochures of tourism destinations; (2) searching some parallel texts from some official websites from the other countries; and (3) rechecking the promotion texts to some experts.
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