Pandam Sri Kuncoro. 2014. Cultural Events to Promote Tourism in Sukoharjo Regency. English Diploma Program, Faculty of Cultural Sciences, Sebelas Maret University.

This final project report is written based on the job training done at the Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan Sukoharjo in one month. The data of this report were obtained by doing observation. The observation was conducted during the job training.

The objectives of this report are to identify Cultural events in Sukoharjo and to know the strategies of Dinas, Pemuda, Olahraga, Pariwisata dan Kebudayaan in promoting Cultural Events in Sukoharjo. From those objectives, the writer expects that the Tourism Office have good strategies in promoting Cultural events in Sukoharjo Regency.

There are several promotion strategies done by Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan Sukoharjo in Mas & Mbak Sukoharjo and Kirab Pusaka Sukoharjo, i.e. advertising, and publication.

Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan has done a great job in promoting Cultural events in Sukoharjo Regency. It is proven by the numbers of visitors attended the event.