

The Promotion Strategies of Indonesia Karst Museum



FINAL PROJECT REPORT

**Submitted as a Partial Requirement in Obtaining Degree
In the English Diploma Program, Faculty of Cultural Sciences
Sebelas Maret University**

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**Approved to be examined before the Board of Examiners,
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Final Project Report

The Promotion Strategies of Indonesia Karst Museum

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MOTTO

“If you don’t throw the dice, you will not get six”
(Dante)

“It does not matter how slowly you go as long as you do not stop”
(Confucius)

“A man can fail many times, but he is not a failure until he gives up”
(Anonymous)

DEDICATION

I present my final project report to:

- 1. My Parents**
- 2. English Diploma Program
SebelasMaret University**
- 3. Readers**
- 4. My future wife**

PREFACE

First of all, I would like to say thanks to Allah SWT who always blesses and guides me. I also thank to all people who give support, guidance, and motivation to me in doing this final project report. This Final project report was written to fulfill the requirement in obtaining a degree in the English Diploma Program, Cultural Sciences, SebelasMaret University.

This final project report entitled *The Promotion Strategies of Indonesia Karst Museum* discusses the promotion strategies used by Indonesia Karst Museum to improve the existence of Indonesia Karst Museum among the domestic and international tourists.

I realized that this final project report is far from being perfect, but I hope this final project report can be beneficial to the readers. I also hope that the readers give positive criticisms and suggestions to improve this final project report.

Surakarta,

Mahardika EIS

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ABSTRACT

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This final project report is written based on the job training done at the Indonesia Karst Museum for 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 the existing promotion strategies used by Indonesia Karst Museum and to know the promotion strategies used by Indonesia Karst Museum to improve the existence of Indonesia Karst Museum among the domestic and international tourists. From those objectives, I expect that Indonesia Karst Museum has good strategies in promoting the Museum to the public.

There are several promotion strategies used by Indonesia Karst Museum, i.e; exhibition, seminar, socialization, brochure and leaflet.

Indonesia Karst Museum has done a great job in promoting the Museum. It is proven that many visitors have visited the Museum.

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