The Process of Promoting Mangkunegaran Palace using Website in English

Internship Report

Submitted to meet a part of the requirements to obtain an Ahli Madya Degree in English Language

by
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English Diploma Program
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:

The Process of Promoting Mangkunegaran Palace using Website in English

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Surakarta, 13 June 2016
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ACCEPTANCE

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:
The Process of Promoting Mangkunegaran Palace using Website in English

Name of Intern:
Manggala Harnanto – C9312041

Date of Examination:
25th July 2016

Board of Examiners

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Approved by Dean,
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Prof. Drs. Riyadi Santosa, M.Ed., PhD
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ACKNOWLEDGMENTS

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7. Rina Rahmawati and Clarissa Nasarani as the members my group during internship.
8. My parent, for the support and pray during my study at Faculty of Cultural Sciences Sebelas Maret University.
ABSTRACT

Manggala Harnanto 2016. The Process of Promoting Mangkunegaran Palace Using Website in English. English Diploma Program, Faculty of Cultural and Sciences, Sebelas Maret University.

This final internship report is written based on the internship experience accomplished for two months at Mangkunegaran Palace, starting from January 1st until February 29th 2016. The purpose of this internship report is to describe the process of promoting Mangkunegaran Palace using English website and to describe the problems faced by the intern during the internship.

During the internship, I had duty to promote Mangkunegaran Palace to increase the number of foreign tourist through website in English. My activities during internship at Mangkunegaran Palace were doing observation, writing promotional text, making website, designing website, and promoting the website.

The problems faced in doing the internship at Mangkunegaran Palace were collecting the data, writing the content of the website, design a website, and having less time to inform the website to public. I had several solutions to overcome the problems. Those problems were overcome by learning the marketing by using social media and discussing with Mangkunegaran staff, discussing with experts of English, asking for help to my friend having IT competency, and using social media and travel agent to promote the website.
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