CHAPTER I

INTRODUCTION

A. Background

Tourism is one of the industries that are very important to increase income of a country. Tourism industries also provide job field for job seeker because tourism industries need many human resources. Many countries in the world become developing country because its tourism industry is growing fast. Indonesia is one of the countries that earn big income from tourism industries. Tourism industries in Indonesia spread from Sabang until Merauke. It has five big islands and hundreds small islands. One of the most famous islands in Indonesia is Java. Java is one of big islands in Indonesia. It has many tourism attractions, especially in Central Java. Surakarta or Solo is tourism city in Central Java. Tourism is one of sectors that gives the most of domestic income in this city. Many event organizers try to develop tourism in Solo through festivals. One of the biggest event organizer in Solo that frequently promotes Solo as tourism city is Sinergi Event.

Sinergi Event always tries to promote Solo as tourism city because Solo has big potential in tourism sector. It also attracts domestic and international tourists to visit and learn more about Solo. It has a schedule for each month for new festival. Many events both national and local have been held professionally by Sinergi Event. The Sinergi Event Surakarta is a company which engages in planning and managing conference, meeting, exhibition, and other similar events, or commonly known as MICE (Meeting, Incentive, Conference, Exhibition). Sinergi Event is the largest MICE company in Solo. Sinergi Event has many clients such as government agencies (ministry, provincial government, municipalities government, private companies, national association, and organization). Employees of Sinergi Event should be friendly, smart, and understand anything about Solo.

I choose Sinergi Event as a object of final project because I can develop my English skill. During the job training at the Sinergi Event I did things like visiting the tourist attractions, collecting the information about tourism, and writing the letters. I choose Sinergi Event because I want to know about strategies and activities in Sinergi Event to promote Solo as tourism city. I also could practice my English skills and learn about how to make a festival during job training.
B. Objective

The objectives of this project are

1. To explain the efforts of Sinergi Event in promoting Solo.

2. To describe the obstacles faced by Sinergi Event in promoting Solo as tourism city.

C. Benefit

1. Sinergi event

   Hopefully this final project can be used by Sinergi Event to improve the efforts in promoting Solo as tourism city.

2. English diploma program

   The students of diploma program understand the effort of Sinergi Event in promoting solo as tourism city.