

**THE OPTIMIZATION OF PROMOTION IN PURA MANGKUNEGARAN
PALACE**



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
Sebelas Maret University
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:

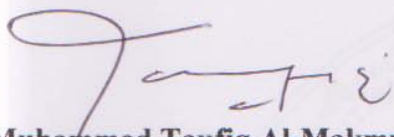
**THE OPTIMIZATION OF PROMOTION IN PURA MANGKUNEGARAN
PALACE**

Name of Intern:

Rina Rahmawati C9312054

Surakarta, 27 January 2017

Internship Supervisor


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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 OPTIMIZATION OF PROMOTION IN PURA MANGKUNEGARAN PALACE

Name of Intern:

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Date of Examination:

12 January 2017

Board of Examiners

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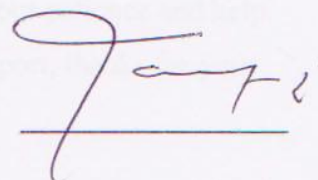

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Signature



ACKNOWLEDGEMENT

I would say thanks to Allah SWT for giving me strength in order to finish this internship report and I want to say thank you to anyone who helps me since the first time I study in Sebelas Maret University until I graduate from D3 English Department, Sebelas Maret University.

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3. My Supervisor, Muhammad Taufiq Al-Makmun S.S., M.A.
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11. All people who helped me in finishing my internship report, thanks for your support.

Surakarta, 27 January 2017

RinaRahmawati

ABSTRACT

RinaRahmawati. 2016. The Optimization of Promotion in PuraMangkunegaran Palace. English Diploma Program. Faculty of Cultural Sciences, SebelasMaret University.

This internship report is written based on the internship activity done by the writer from 4th January until 4th March 2016 in Pura Mangkunegaran Palace, Surakarta. The objectives of this report are to describe the activities of promotion in Pura Mangkunegaran Palace, and to find out the problems and solutions of the promoting in Pura Mangkunegaran Palace, Surakarta.

This report focuses on making and promoting the website of Pura Mangkunegaran Palace. It is expected to be a source of information to increase the visitor of Pura Mangkunegaran Palace, also to give information to foreigner about the palace. The activities she did were creating promotion materials while did the guiding class and escorting and handling guests to do observation, making and designing the website, and releasing and promoting the website. The writer also found three problems during the internship; problem inworking in team, problems in content writing, and problem in designing a brochure. By doing self control wisely, the first problem can be solved. For the other two problems, the writer chose proof reading activity to solve them.

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