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
Rina Rahmawati
C9312054

English Diploma Program
Faculty of Cultural Sciences
Sebelas Maret University
Surakata
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

Muhammad Taufiq Al-Makmun S.S. M.A
197806272005011003
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:
Rina Rahmawati - C9312054

Date of Examination:
12 January 2017

Board of Examiners

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<tr>
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<th>Signature</th>
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<tr>
<td>Drs. Agus Hari Wibowo, M.A, Ph.D</td>
<td>![Signature]</td>
</tr>
<tr>
<td>NIP. 196708301993021001</td>
<td>![Signature]</td>
</tr>
<tr>
<td>Chair</td>
<td>![Signature]</td>
</tr>
<tr>
<td>Ardianna Nuraeni, S.S., M.Hum</td>
<td>![Signature]</td>
</tr>
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<td>NIP. 198209272008122001</td>
<td>![Signature]</td>
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<tr>
<td>Secretary</td>
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<tr>
<td>Muhammad Taufiq Al-Makmun, S.S., M.A</td>
<td>![Signature]</td>
</tr>
<tr>
<td>NIP. 197806272005011003</td>
<td>![Signature]</td>
</tr>
<tr>
<td>Examiner</td>
<td>![Signature]</td>
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Approved by Dean,
Faculty of Cultural Sciences,

Prof. Drs. Rivadi Santosa, M.Ed., PhD
NIP. 196003281986011001
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.

1. Dean of Faculty of Cultural Sciences, Prof. Drs. Riyadi Santosa, M.Ed, Ph.D.
2. Head of English Diploma Program, Agus D. Priyanto, MCALL.
3. My Supervisor, Muhammad Taufiq Al-Makmun S.S., M.A.
4. My Academic Advisers, Dra. Nani Sukarni, and then continued by Agus D. Priyanto, MCALL.
5. All Lecturers of English Diploma Program.
6. All the staffs and employees in Pura Mangkunegaran Palace, for giving opportunity to do my internship in Pura Mangkunegaran Palace.
7. My beloved parents, my big brother Danang P.S and his wife, also my big family who always support me in studying.
8. My team during the internship, Clarissa and Manggala, also Angga from English Diploma Program, and the other interns from SMK Jaya Wisata who joined the guiding class.
9. All my friends in English Diploma Program of 2012, especially Tri Anggono C, Oki Andri Kusuma, Yogi Ardianto, Raymond Orlando, Heri, Deni Kurniawan, Latief Effendi, and Novia, hopefully you will succeed.
10. All staffs in English Diploma Program, thank you for your patience and help.
11. All people who helped me in finishing my internship report, thanks for your support.

Surakarta, 27 January 2017

RinaRahmawati
ABSTRACT

Rina Rahmawati. 2016. The Optimization of Promotion in Pura Mangkunegaran Palace. English Diploma Program. Faculty of Cultural Sciences, Sebelas Maret 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 in working 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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