Chapter 1
Introduction

Human resources are important for Indonesia’s development into a more advanced country. Therefore, Indonesia requires various methods to develop the skills of its human resources. One way is to provide education at the collegiate level. However, to achieve true quality in human resources, knowledge obtained from lecturers is not enough.

In fact, new graduates from university have significant difficulties in facing the reality that exists in the professional world. This is due to the lack of practical, professional experience that many fresh graduates have. This lack of experience and skills possessed by students results in the resulting human resources lacking the qualifications and competencies that are desired by employers.

For students enrolled in the English Diploma Program at Sebelas Maret University, it is not enough to learn only in the classroom. Therefore, internships are held by the students to increase their knowledge, skills, and experience. To meet the requirements at Kuliah Magang Mahasiswa (KMM), it is expected that students not only have knowledge gained from college, but also have the ability to apply knowledge at work. The students are also expected to form a creative, responsible, and cooperative workforce with their colleagues. One of the institutions which accommodates students to carry out KMM is Dinas Pariwisata Surakarta. The writer chose Dinas Pariwisata Surakarta because there are many foreign tourists who go there for information, so the writer can apply her English skills by providing: information, promoting Surakarta and adding insight and knowledge about tourism in Surakarta.

Both students and their University benefit from KMM. Participation in the program gives students a chance to apply what they have learned in the classroom, as well as new skills and professional experience which will serve them in their future carrier. In turn, the University able to establish a good relationship between the English Diploma Program and the institutions that serve as a host for KMM.
Dinas Pariwisata Surakarta is a local government institution in Central Java, which provides information and resources to tourists, with the goal of increasing and developing tourism in Surakarta. One of their duties is to provide tourists with information about tourist attractions, accommodation options, guides, and other areas, such as cuisine and cultural events. To this end, Dinas Pariwisata Surakarta has built the Tourist Information Center (TIC) as a place from which this information can be distributed. In order to be successful, the TIC staffs must have the ability to plan ahead and predict tourists’ needs and preferences. They should also be kind, informative, and friendly in order to provide quality customers service. This is critical not only to make tourists happy, but also to promote Surakarta as a tourist friendly destination with a unique culture and heritage.

Over the course of her internship, the writer acted as a staff member of the Tourist Information Center. The writer also assisted in writing promotional articles for the tourism website maintained by Dinas Pariwisata Surakarta. The writer was highly interested in contributing to promotional activities at the TIC.

The writer held on internship in the Dinas Pariwisata Surakarta for one month, starting from January 31st, 2017 until March 5th, 2017.