THE ROLES AND THE APPLICATIONS OF COMMUNICATION TECHNIQUES IN TOURIST INFORMATION CENTER OF SURAKARTA

FINAL PROJECT REPORT

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If we continue to believe as we have always believed,
We will continue to act as we have always acted.

If we continue to act as we have always acted,
We will continue to get what we have always got.

(John Adams)
DEDICATION

I DEDICATE THIS FINAL PROJECT TO:

- MY GOD, ALLAH SWT
- MY BELOVED PARENTS
  - MY SWEETHEART
ACKNOWLEDGEMENT

*Alhamdulillahi robbil'alamin,* first I would like to say thanks to Allah SWT for blessing and guidance given to me, making everything easier in finishing this final project report.

However, this work could not be accomplished without some helps from several kind people and the institutions. I would like to express my highest gratitude to:

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ABSTRACT


This final project report was written based on the job training which was done by the writer from 1st February to 28th February at Tourist Information Center of Surakarta. The objective of this final project is to explain the roles and the applications of communication techniques in Tourist Information Center. In the process of collecting data, the writer used observation, interview methods and library research.

The result of this report shows that TIC of Surakarta is a public relations practitioner of Surakarta although there is no specific division within it. TIC of Surakarta has a role taken by TIC staffs related with the activities done by the staffs. TIC is a communication facilitator because TIC facilitates communication to the tourist especially the foreign tourist. This report also shows there are two main roles of their communication. They are to inform and to persuade. The staffs inform the tourist about Surakarta tourism and persuade the tourists to stay for few days in Surakarta.

Communication is an important thing of public relations taking the important roles in their services. To achieve the roles, the staffs used two communication techniques. They are informative communication technique and persuasive communication technique.
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CHAPTER I
INTRODUCTION

A. BACKGROUND

Surakarta is the city that has a lot of great potentials, including the potentials for tourism, commerce and the potentials of arts and culture. Tourism potentials includes Kasunanan Palace, Mangkunegaran Palace, Radya Pustaka Museum, Balekambang Park and Antique Market in Triwindu. The potential trade includes Solo Culinary Destination, Regions Ngarsapura, Gladag Langen Bogan (GALABO), Klewer Market and Gedhe Market. The potentials of culture includes traditional cultural performance like “Ketoprak”, Wayang Orang Building, and Kampung Batik.

All potentials in Surakarta are assets of Surakarta tourism. Furthermore, the government established an organization to provide information about the potentials tourism in Surakarta. The government founded TIC. TIC is an organization under the supervisory of Dinas Kebudayaan dan Pariwisata (the Department of Culture and Tourism). TIC is one of the executors of public relations from the Office of Culture and Tourism, although there is no specific division within it. TIC is a center of information to tourists, especially foreign tourists. TIC which has an extension from the Tourist Information Center is tasked to serve the tourists to get the fullest information. TIC is also one stop information service for tourists. It means that TIC provides all the information needed by them. TIC also has an obligation to attract tourists to stay in Surakarta because not all tourists who visit Surakarta will stay for a
few days. Most foreign tourists want to visit other cities like Yogyakarta, Semarang and other cities around Solo.

TIC staffs must have good communication skills so they can coordinate the information that will be conveyed. It was all done to create an understanding, good will and good image of the tourists.

To support the goal, TIC has public relations programing. Public Relations Programming of TIC communication has several techniques. These techniques are to achieve the image or the reputation of tourists, especially foreign tourist.

“Komunikasi dapat dikatakan komunikatif apabila kedua-duanya selain mengerti bahasa yang digunakan, juga mengerti makna dari bahan yang dipercakapkan” (Effendi, 1990:9). It means that communication is communicative, when both the communicator and the communicant understand not only the language but also the meaning of the conversation.

The writer had done the job training at Department of Culture & Tourism of Solo city which was started from February, 1st, 2010 to February, 28th, 2010 within 100 hours. During the job training, the writer was looking for data to be written in the final project. The sources of data in this final project jobs are observation, interview with TIC staffs and library research.

From the explanation above, it is interesting to write a report especially about communication. This study would discuss the importance of communication in TIC on tourism promotion at Surakarta City Tourism Art and Culture Office.
B. OBJECTIVES

The objectives of this report:

1. To find out the roles of communication at TIC services.
2. To know the applications of communication techniques at TIC services.

C. BENEFITS

The beneficials of this report are:

1. The writer hopes that will of this report give knowledge to readers about “The importance of communication to create and maintain a good image,” particularly TIC in creating and maintaining the good image of Solo City.
2. The TIC of Surakarta can improve the language capability in giving information to the tourist.
3. The TIC staffs can improve their communication skills.
CHAPTER II

LITERATURE REVIEW

A. Public Relations

A.1 Definition of Public Relations

Public Relations is one of the main parts in a company since it is related with communication between people from inside and outside of the company. There are many meaning of public relations. Seitel said that:

“Public relations is a distinctive management which helps establish and maintain mutual lines of communications, understanding, acceptance, and cooperation between an organization and its public; involves the management to serve the public interest; helps management to keep informed on and responsive to public opinions; defines and emphasizes the responsibility of management to serve the public interest; helps management keep abreast of and effectively utilize change, serving as an early warning system to help anticipate trends; uses research and sound and ethical communication techniques as its principal tools.” (1975:13).

Griswold, one of PR practitioners, also explained the different meaning of public relations. Griswold “Public relations is the management function which evaluates public attitudes, identifies the policies and procedures of an individual or an organization with the public interest, and plans and executes a program of action to earn public understanding and acceptance.” (1980:16).

Meanwhile, senior account director Day said that many clients of a PR agency as someone just writing press releases and talking to journalists. There is also more of a demand from some clients for the agencies they work with to provide
more of an integrated communications services. Based on Day paradigm’s, communication has important roles for PR practitioner.

Based on the definitions above, public relations is a management function which manage mutual relationship between an organization and its public by doing good communication.

A.2 Roles of Public Relations in Organisations

To create public opinion that is beneficial for a company, public relations has roles to reach the purposes. Public Relations practitioners have to maintain the positive image from the society in the future. Therefore, there are some types of public relations practitioners to achieve the purposes.

Cutlip, a public relations practitioner, describes four types of public relations role: (in Seitel,1975:16)

\[ a. \textit{Expert prescriber}: \text{ in this role are regarded as experts on public relations consequently they are seen as best qualified to handle public relations problems and identify solutions to them.} \]

\[ b. \textit{Communication facilitator}: \text{ in this role practitioner are cast are sensitive listeners and information brokers who act in a ‘go-between’role, facilitating communications.} \]

\[ c. \textit{Problem-solving facilitator}: \text{ in this role practitioners collaborate with other managers to help define and solve organisational communications problem Whereas expert prescriber role implies a passive role for other manager in the} \]
problem solving process, in this role practitioners work with other managers to arrive at solutions to the problems facing and organisations.

d. Communication technician: in this role practitioners merely profit technical communications services such as writing releases and features for the media, preparing and editing new letter, and handing contact with the media. All technicians regarding strategy and action are taken by the dominant management coalition in which practitioners have no role and the simply different text of communicating about they decisions taken by this dominant coalition.

Therefore, PR practitioners have important roles in a company. They can be an expert presciber, a communication facilitator, a problem-solving facilitator and a communication technician.

B. Communication

B.1 Communication and Its Components

Communication is a process of exchanging information, imparting ideas, and making oneself understood by others. Indeed, understanding is critical to the communications process. If one person sends a message to another, who disregards or misunderstands it, the communication has not taken place. Yet, if the idea received is the one intended, then communication has occurred.

Communication comes from Latin “communicatio”. This word is derived from the world “communis” which the meaning is “same”. Therefore, communication happens when there is a same meaning and language of the
conversation. However, this is only a basic definition. Several communication experts define communication in different ways.

Hovland said that communication is the process to modify the behaviour of other individuals. (in Effendy, 1984:10)

Lasswell “answering these question, like Who Says What In Which Channel To Whom With What Effect.” (1984:10)

Meanwhile, other communication expert Devito said that communication is the act, by one or more person of sending and receiving messages distorted by noise, within a context, with some effect and with some opportunity.

Based on the definitions above, it can concluded that communication is the key of public relations. Communication is a media participating in management process to achieve certain goals.

Component of communication is everything which can support the process of communication itself. Further Laswell includes the followings as components of communication. They are:

1. Communicator: is person who sends his/her opinion, idea, feeling to someone else.
2. Message : is the idea, opinion, and feeling that will be transferred.
3. Media : is the device used as the channel of information.
4. Communicant : is person receiving messages from communicator.
5. Effect : is the feedback of communication.
Based on the description above, both of communication and its components are closely connected. Both of them have their respective roles to achieve the purpose of communication.

B.2 Functions of Communication

Communication is very important due its functions to reach the purposes of communication. Effendi (1984:8) said that there are four major functions of communication. The functions are:

1. To inform
2. To educate
3. To entertain
4. To influence

Therefore, there are four functions of communication. Communication are informing, educating, entertaining and influencing.

B.3 Techniques of communication

Techniques of communication are used by communicator to achieve the purposes of communication itself and to make the communiant understand the point of communication.

Effendi also mention the techniques of communication (1984:8). There are four communication techniques:

1. Informative communication techniques
2. Persuasive communication techniques
3. Instructive communication techniques
4. Human relation

These techniques above take an important role in succeeding the process of communication.

B.4 Characteristics of communication

People understand a message is based on their characteristic of communication. Therefore, communication also has characteristic.

There are four characteristic of communication mentioned by Effendi (1984:7). They are:

1. Face to face communication
2. Mediated communication
3. Verbal communication
   - Oral communication
   - Printed or written communication
4. Non verbal communication
   - Gestural
   - Pictorial

Based on Effendi, the effectiveness of communication can be measured on its characteristic by face to face, mediated, verbal and non verbal.

B.5 Purposes of communication

Communication is a media participating in succeeding to achieve certain purposes. Therefore, there are purposes of communication itself.

Effendi said that there are four purposes of communication (1984:8):

1. Attitude change
2. Opinion change

3. Behaviour change

4. Social change

According to the statements mentioned above, people know the purposes of communication with others.
A. General Description of DISBUDPAR

A.1. History of DISBUDPAR

Surakarta is the city that has a lot of great potentials, including the potentials for tourism, commerce and the potentials of arts and culture. As one of the tourist destination city in Indonesia, Surakarta needs an institution to manage and develop the tourist potentials. The government of Surakarta legitimizes “Dinas Pariwisata” established in 1985. It was founded after the Mayor of Surakarta issued the decree no. 29/HK/05/PHG 70 to develop tourism of Surakarta. Then the Mayor of Surakarta changed the name of Dinas Pariwisata (DIPARTA) of Surakarta into Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) of Surakarta based on the decree no. 22/199 about territorial administration and Peraturan Pemerintah no. 84/200 about the regional administration staffs rules. Now, the name is changed into Dinas Kebudayaan dan Pariwisata.

DISBUDPAR of Surakarta is a state institution which serves and helps the local, the national and the foreign tourist. It has also the authority for planing the operational policy, giving guidance and constructing the potencial tourism attraction. This office is located on Jl. Slamet Riyadi 275 Solo, between Radya Pustaka Museum and Graha Wisata Niaga. The place is strategic and reachable.
A.2 Vision and Mission

The vision of Dinas Kebudayaan dan Pariwisata:

“Creating Surakarta city as a tourism destination city based on culture”.

The missions of Dinas Kebudayaan dan Pariwisata:

1. Motivating the preservation and development of excellent tourism attraction and object.
2. Increasing the human resources quality in tourism and cultural field along with the empowering of the society and industry to compete globally.
3. Providing complete and accurate database in tourism and culture based on information and technology.
4. Increasing the cooperation between regions and tour agents dealing with organizing the objects and tourist attractions as well as promotion.

A.3 Organization Structure

TIC is an organization under the supervisory of promotion and tourism information division in DISBUDPAR. DISBUDPAR is a government institution. This institution has the organization structure as follows based on Mayor Rule (2008:16):
The head of DISBUDPAR

The functional groups

Department of tourism facilities
  - Division of tourism accommodation
  - Division of recreation and public entertainment

Department of art, culture, history and primordial
  - Division of art and culture
  - Division of history and primordial

The secretariat

Sub unit of planning, evaluating and reporting

Sub unit of financial

Sub unit of general and employment

Department of tourism
  - Division of control and development of art and culture tourism asset
  - Division of promotion and tourism information
  - Division of partnership

UPTD
A.4 Tourist Information Center (TIC)

TIC is an organization under the supervisor of Dinas Kebudayaan dan Pariwisata (the Department of Culture and Tourism). TIC is one of executors of public relations from the Office of Culture and Tourism, although there is no specific division within it. TIC provides more information needed by tourist. It is also demanded to be able to increase the number of tourists in Surakarta by giving the satisfied services and creating good images about Surakarta and its tourism.

TIC has three locations in Surakarta. The first location is in Culture and Tourism Department which is the main subject of this final project. This is located on Jl. Slamet Riyadi 275 Solo, between Radya Pustaka Museum and Graha Wisata Niaga. The second one is TIC located in the Balapan railway station. The last location is in Adi Sumarmo Airport at Surakarta. Those places are chosen by considering that they are the center of tourist potentials.

TIC opens from 07.30 a.m to 05.00 p.m. Besides, it opens on Saturday when the other divisions are closed because there are more tourists come to TIC in weekend. To be available when tourist need TIC is one of the efforts of creating good image.

TIC provides leaflets, maps of Surakarta, brochures, guidebooks, and catalogs of Surakarta to inform the tourists about the attractions in Surakarta. TIC also guides the tourist if they want to enjoy Surakarta tourism by a car or a motorcycle. They do not need to get inconvenience while enjoying Surakarta tourism.
Furthermore, the tourist would be asked to fill the form included name, nationality, age, purpose of visiting, etc which are provided by TIC staffs. It is going to be useful to arrange the statistic data of that office.

B. The Activities on The Job Training

The writer had done job training at TIC of Surakarta started from 1 February 2010 until 28 February 2010. The writer was a front officer. The writer did some assignment from the office. These are the activities on the job training:

1. Welcoming the guest arriving in TIC like the domestic tourists and foreign tourists. When the tourist came into TIC, the writer said greeting while smiling to them. After that, the writer asked to the tourist what they need.
2. Giving the information about Surakarta tourism. The writer asked what information that they want. The writer gave Surakarta tourism information in detail. The writer explained how to go there, what the scenery, what the facilitations and how much to pay the ticket.
3. Showing the map of Surakarta. After giving information, the writer showed the map of Surakarta. The writer explained to the tourist about the location of the tourist destinations and how to go there.
4. Answering the question from the tourists. When the tourists were confused about Surakarta tourism, the writer gave more explanation. The writer answered what the tourist asked.
5. Handling the telephone ringing and connecting to the staff looked for the caller. 
   As a front officer, the writer also had duty to handle the telephone. The first step 
   is greeting the caller. Then asked what they wanted. The writer would connected 
   to another staffs by pushing button switch.

6. Revising the Balekambang Park brochure. As an English Diploma Program, the 
   writer had duty to revise the brochure especially the Balekambang Park brochure. 
   The writer revised the design of this brochure by corel draw. Then, the writer 
   revised the translation of Indonesia - English on this brochure.

7. Typing the outcome of DISBUDPAR at 2010. The writer also typed how much 
   money to spend of DISBUDPAR at 2010 to give to the Mayor of Surakarta. 
   The writer could finish the assignment in job training well. For example the 
   writer could finish the Balekambang Park Brochure in group with the other job 
   trainers.

C. The Roles of Communication at TIC Services

   Communication is the process of transferring ideas and information from one to 
   another. Therefore, communication is the most important thing to do for human beings 
   in order to get happiness in their lives. Without communication, people will not be able 
   to achieve their purposes.

   Communication has two main roles in TIC services. They are informing and 
   persuading. The first role is informing. Communication is related to the activities at TIC 
   because the main duty of TIC as public relations in Surakarta tourism is providing
information and services for the tourist. The examples of information given by TIC dealing with information concerning with tourism in Surakarta are as follows tourist destinations, transportations, accomodation and money changer.

The second role is persuading. TIC staffs persuade the tourist to stay few days in Surakarta. TIC staffs describe the scenery of the destination. TIC staffs also explain the attraction in each tourist destination. Based on this description, TIC staffs persuade the tourist to visit some tourist attacrtions in Surakarta.

D. The Applications of Communication Techniques at TIC Services

Communication technique is a technique used by communicator to achieve the purposes of communication in TIC services and to make the communicant understand the point of the communication. The tourists are the communicant of this communication proccess. Therefore, the technique has an importance in achieving success of the communication proccess. Without the technique, the communicator will not be able to make the communicant understand what the communicator wants.

The staffs of Tourist Information Centre are the communicator informing tourists about Surakarta tourism and persuading the tourist. To reach the goal, TIC staffs use two communication techniques. There are two kinds of communication techniques used by the staff officer in their daily activities at TIC of Surakarta. The techniques are:
1. Informative Communication Technique

Informative communication technique used by staffs at TIC Surakarta is to inform the tourists about Surakarta tourism. The function of this technique is to make the tourist know and understand the information that the tourists want.

To achieve the goal, TIC staffs use direct communication or face to face communication. TIC staffs give information when the tourist comes to TIC and asks some information because the tourist can ask about tourist destination directly and get detail information. In addition, the staff can give a solution if the tourist gets many difficulties about their trips.

TIC staffs also use the indirect communication. TIC provides brochures, leaflet or guiding book so the tourist can get the information about tourist destination by reading it. This way is more effective than the direct communication but sometimes it is not representative enough to explain the location or tourist destination.

At TIC, the staffs use the technique to inform the information about tourism in Surakarta. The staffs inform the local tourists and the foreigners. The process is given in written and spoken form. The written information at TIC provided are leaflets, maps of Surakarta, brochures, guidebooks, and catalogs of Surakarta to inform the tourists about the attractions in Surakarta. Meanwhile, the spoken information can be given by conversation between the staff (the communicator) and the tourist (the communicant).
This is the example of conversation used as information communication technique. The communicator is the staffs (S) and the communicant is tourist (T).

S: “Good morning, Mam. Can I help you?”

T: “Yes, I want to know the schedule of Wayang Orang Performance.”

S: “Wait a minute, Mam. The schedule of Wayang Orang Performance is everyday at 08.00 p.m.”

T: “Okay. Where can I find it?”

S: “In Wayang Orang Bulding, infront of Sriwedari. You can go there by foot.”

T: “How much do I must buy the ticket?”

S: “Only Rp.3000,-“

T: “Okay thanks for your information, Sir.”

S: “You are welcome, Mam.”

The conversation above shows the use of informative communication technique. The staff gave the information about the schedule of Wayang Orang Performance to the tourist. The information was given clearly so it would be easy to understand. By this technique, the tourist is expected to know better about tourism in Surakarta.

2. Persuasive Communication Technique

Persuasive communication technique is the technique used by the communicator to persuade communicant to do certain thing.
In this technique, TIC staffs use direct communication. It is more effective to persuade the tourist. TIC staffs give more information, what the attraction, what the facilities and how to go there. TIC staffs also provide the accommodation to the tourist.

TIC staffs are demanded to master some foreign languages in order to provide a good services for the tourist. They must also have a wide perspective and knowledge about Surakarta, its surroundings and its tourist destinations. So TIC staffs can persuade the tourist by speaking well.

Persuasive communication technique used by the staffs is to persuade the tourists to do something recommended by the officers. At TIC of Surakarta is not only informing the tourist but also persuade the tourists to stay at Solo in few days.

The process of this technique is by spoken form. The spoken information can be given by conversation between the staff (the communicator) and the tourist (the communicant). This is the example using the technique at TIC service.

S: “May I help you, Sir?”

T: “I want to see the natural landscape of Solo and vicinity. Could you tell me where I should start it?”

S: “I recommend you to visit Cetho and Sukuh Temple. These temple are very unique relief. The scenery is breathtaking. I am sure you won’t regret it.”

T: “Thanks for the information. I’ll go to Cetho and Sukuh Temple tommorow.”

S: “We provide the transportation if you want go to Cetho and Sukuh Temple.”

T: “Okay. When do we go there?”
S: “I’ll wait you tomorrow at 08.00 a.m. We go there by car.”

T: “Thank you, Sir.”

In the conversation above, the staff persuaded the tourist to go to Cetho and Sukuh Temple. The way of the staff to persuade the tourist was by describing the scenery of the destination. The sentence “I am sure you won’t regret it” is more convincing the tourist to visit the tourist destination.

TIC has three purposes that are attitude changing, opinion changing and behaviour changing. Based on the persuasive communication technique used by TIC staff, TIC has three purposes in persuading tourist. They are in attitude changing, opinion changing, and behaviour changing.

Both communication techniques used in TIC services are important to give satisfaction for the tourist and to avoid misunderstanding between the TIC staffs and the tourist
A. CONCLUSION

TIC is an organization under the supervisory of Dinas Kebudayaan dan Pariwisata (the Department of Culture and Tourism). Communication is related to the activities at TIC because the main duty of TIC as public relations in Surakarta tourism is providing information and services for the tourist. TIC is one of the executors of public relations from the Office of Culture and Tourism, although there is no specific division within it.

TIC has two main roles of communication in TIC service. They are to inform the tourist about Surakarta tourism and to persuade the tourist to stay for long day in Surakarta.

TIC staffs must have good communication skills so they can coordinate the information that will be conveyed. It was all done to create an understanding, good will and good image of the tourists.

To support the goal, TIC has public relations programing. Public Relations Programming of TIC communication has several techniques. This techniques are to achieve the image or the reputation of tourists, especially foreign tourist.

Communication technique is a technique used by communicator to achieve the purposes of communication in TIC services and to make the communicant understand the point of the communication. They are two
kinds of communication techniques used by the staff officer in their daily activities at TIC of Surakarta. There are informative and persuasive communication.

The informative communication technique used by staffs at TIC Surakarta is to inform the tourists about Surakarta tourism and the persuasive communication technique used by the staffs is to persuade the tourists to do something recommended by the officers.

Communication as an important thing of public relations takes an important role in their services. Without communication, the communicator can not transfer the information to the communicant.

B. SUGGESTION

1. Communication in giving information will be more effective in front office staff increase the language skill. TIC should be able to communicate well with other and have the knowledge about tourism. With this effort, DISBUDPAR is expected to be able increase the number of tourist in Surakarta.

2. TIC staffs should increase discipline work and obey the rule, for example one of TIC staffs came late. TIC should give the sanction to the staff who break the rule.
BIBLIOGRAPHY


APPENDICES
THE SURAKARTA CULTURE AND TOURISM OFFICE
DINAS KEBUDAYAAN DAN PARIWISATA KOTA SURAKARTA

Date: 4/2/10

1. Name
   Nama: Balder

2. Nationality
   Kebangsaan: British

3. Present Address
   Tinggal di: GH

4. Length of stay
   Lama Tinggal: 3 Days

5. Purpose
   Tujuan: Pleasure, Business, Study/Research, Culture, Others
           Berlibur, Elsanis, Belajar/Bisnis, Budaya, Lain-lain

6. Impression/Suggestion
   Kesan / Saran: Nice city. Lovely
                   Thank, lovely people

Signature
Tanda tangan:

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Surakarta, Februari 2010

Potugas TIC

1. TRI DARWANTO
2. MARITA