THE STRATEGIES OF TOURISM AND CULTURE OFFICE (DIPARBUD) BOYOLALI IN PROMOTING BOYOLALI TOURISM ATTRACTION

FINAL PROJECT REPORT
Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Letters and Fine Arts Sebelas Maret University

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MOTTO

- Never give up and always smile
DEDICATION

I dedicate this final project report to:

- Allah SWT
- My beloved mother and my family
- My beloved friends
- My beloved boyfriend
PREFACE

The title of this final project is “The Strategies of Tourism and Culture Office (DIPARBUD) Boyolali in Promoting Boyolali Tourism Attraction”. This final project report explains how to promoting Boyolali tourism attraction, the problems faced by the office, and the strategies to overcome the problems. In collecting the data, the writer did the job training in Tourism and Culture Office Boyolali.

The writer prefers choose to observe this matter because Tourism and Culture Office need some strategies to promoting Boyolali tourism attraction. The writer hopes this final project report will useful for the reader. The aim of writing this final project is as a requirement in obtaining degree in English Diploma Program, Faculty of Letters and Fine Arts, Sebelas Maret University.

Finally, the writer hopes this final project report will be motivator to the reader to be more interesting in studying English.

The writer

Dewi Paramitha Kurniawati
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Finally, I could finish this final project. First of all, I would like to express my gratitude to Allah SWT. In the process of making this final project, I realized that this final project could become complete because there are some helps from many people and institution. In this special moment, I would like to express my gratitude to:

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Furthermore, I hope that Allah would reward all of the contributions. I also aware that this final project is not perfect. Therefore, all of suggestion and criticism are kindly accepted to improve this final project.

Surakarta, 01 January 2011

Dewi Paramitha Kurniawati

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ABSTRACT


This final project report discusses how Tourism and Culture Office Boyolali promotes Boyolali tourism attraction. In promoting Boyolali they faced some problems to reach their goals. This final project report describe the problems faced by Tourism and Culture Office Boyolali to promote Boyolali tourism attraction and the strategies to overcome the problems.

The data for the report were taken from the observation and interview during the job training. I also collect the data from library, internet, and brochures to find information to support the report.

From the discussion, it can be concluded that there are five problems in promoting Boyolali tourism attractions. They are limited budget, limited competence of human resources, limited promotional tools, limited cultural events, and lack of coordination among tourism stakeholders. The strategies to solve the problems are increase budget, enhance the competence of human resources, improve the promotional tools, hold cultural events, and develop coordination among tourism stakeholders.
TABLE OF CONTENTS

<table>
<thead>
<tr>
<th>Section</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>TITLE .............................................</td>
<td>i</td>
</tr>
<tr>
<td>APPROVAL OF CONSULTANT ...........................</td>
<td>ii</td>
</tr>
<tr>
<td>APPROVAL OF THE BOARD OF EXAMINERS ............</td>
<td>iii</td>
</tr>
<tr>
<td>MOTTO .............................................</td>
<td>iv</td>
</tr>
<tr>
<td>DEDICATION .......................................</td>
<td>v</td>
</tr>
<tr>
<td>PREFACE ...........................................</td>
<td>vi</td>
</tr>
<tr>
<td>ACKNOWLEDGEMENT ...................................</td>
<td>vii</td>
</tr>
<tr>
<td>ABSTRACT ..........................................</td>
<td>ix</td>
</tr>
<tr>
<td>TABLE OF CONTENTS ..................................</td>
<td>x</td>
</tr>
<tr>
<td>CHAPTER I: INTRODUCTION ............................</td>
<td>1</td>
</tr>
<tr>
<td>A. Background ....................................</td>
<td>1</td>
</tr>
<tr>
<td>B. Objectives ....................................</td>
<td>3</td>
</tr>
<tr>
<td>C. Benefits .......................................</td>
<td>3</td>
</tr>
<tr>
<td>CHAPTER II: LITERATURE REVIEW ....................</td>
<td>5</td>
</tr>
<tr>
<td>A. Promotion ......................................</td>
<td>5</td>
</tr>
<tr>
<td>1. Definition of Promotion .......................</td>
<td>5</td>
</tr>
<tr>
<td>2. Promotion Instruments ........................</td>
<td>5</td>
</tr>
<tr>
<td>B. Tourism .......................................</td>
<td>9</td>
</tr>
<tr>
<td>1. Definition of Tourism .........................</td>
<td>9</td>
</tr>
</tbody>
</table>
2. Kinds of Tourism.............................................................. 10

CHAPTER III: DISCUSSION ............................................. 13

A. Description of Tourism and Culture Office Boyolali.......... 13
B. The activity of The Writer in Tourism and Culture Office Boyolali.................................................. 18
C. Result of The Writer’s Activities During The Job Training.................................................................. 19
D. The Problems Faced By Tourism and Culture Office Boyolali............................................................... 19
E. The Strategies of Tourism and Culture Office Boyolali................................................................. 21

CHAPTER IV: CONCLUSION AND SUGGESTION.............. 25

A. Conclusion........................................................................ 25
B. Suggestion....................................................................... 26

BIBLIOGRAPHY

APPENDICES

commit to user

xi
CHAPTER I

INTRODUCTION

A. Background

Boyolali regency is one of tourism destinations in Central Java, located in the eastern slope of Merapi and Merbabu Mountain. It makes Boyolali has fresh air and wonderful scenery. Boyolali also has Adi Sumarmo International Airport. The distance of Boyolali city from Surakarta is about 25 kms and it is apart of tourism destination named SSB (Solo-Selo-Borobudur).

Boyolali is well known as “Milk City” because the dominant commodity in Boyolali is fresh milk from cow. It becomes potential income for the resident. “BOYOLALI TERSENYUM” is the motto of Boyolali, it means Tertib (disipline), Elok (beautiful), Rapi (neat), Sehat (healthy), and Nyaman Untuk Masyarakat (comfortable).

Boyolali faces the future optimistically because of many potential dominant sectors that Boyolali has. One of them is tourism sector, tourism sector plays an important role in the economic development in Boyolali regency. Therefore, it is certainly rich with various kinds of culture events such as: Sedekah Gunung, Buka Luwur, Padusan, Saparan, Kungkum ritual, Sadranan, Sebaran Apem, and tourism destinations such as: Tlatar, Pengging, Ketep Pass, Cengklik Lake, Kedungombo Reservoir, Gemuling Reservoir. All these places
and Javanese culture can be visited by domestic and foreign tourists and also can be promoted as a potential tourism destination.

The vision of Boyolali city is “To make Boyolali district government system become more effective, clean, and powerfull, as well as become more democratic and constitusional. There vision can improve the services and prosperity of society. Besides it purposes to create independent and competition in Boyolali society for district endurance”. One of the ways to reach the vision is increasing Boyolali tourism. Boyolali tourism consists of culture tourism, business tourism, recreational tourism, and event tourism. It is supported not only by accommodation, transportation, restaurant, and tourist attraction but also by the beauty of the city, the hospitality of the people, the highly valuable culture and arts, and the history. By the cooperation with all aspects, it will become a power to build Boyolali as the interesting tourist destination in Central Java.

Tourism and Culture Office (Dinas Pariwisata dan Kebudayaan) Boyolali, the local government institution handling the tourism matter in Boyolali is responsible for promoting tourism attraction in Boyolali. The office promotes Boyolali tourism in many ways, such as: promoting tourism attraction, holding culture events, and develop coordination with tourism stakeholders.

Tourism and Culture Office Boyolali is a very important institution in connection with promoting and developing Boyolali tourism attraction. For that reason the office has made strategies to promote Boyolali tourism attraction in order to increase the number of tourists who visit Boyolali tourism attraction.
B. Objectives

1. To describe the problems faced by Tourism and Culture Office Boyolali to promote Boyolali tourism attraction.

2. To find out the strategies to overcome the problems faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction.

C. Benefits

Hopefully this report is expected to be beneficial for:

1. The writer
   a. The writer knows more about Tourism and Culture Office Boyolali.
   b. The writer can describe the problems faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction.
   c. The writer can find out the strategies to overcome the problems faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction.

2. The readers
   a. They will know more about Tourism and Culture Office Boyolali.
b. They will know the problems faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction.

c. They will know the strategies of Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction.

3. Tourism and Culture Office Boyolali

Tourism and Culture Office Boyolali will know the problems and the strategies that they faced in order to be able to improve and develop its services to the public and also the tourists that come to Boyolali.

4. The Government

They will know the problems and the strategies that faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction.
CHAPTER II
LITERATURE REVIEW

A. Promotion

1. Definition of Promotion

Promotion is one of the marketing activities which is very important in every company. The success of marketing is determined by the relationship between producers and consumers continuously. Promotion is one of the marketing activities that has a close relationship with communication. It is the most important thing in marketing strategy. Promotional activities include any actions to increase the sales of the products or the services.

Promotion is one of the four elements of marketing mix (product, price, promotion, distribution). It is the communication link between sellers and buyers for the purpose of influencing, informing, or persuading a potential buyer’s purchasing decision. (en.wikipedia.org/wiki/promotion_(marketing)).

2. Promotion Instruments

In the promotion activities there are promotion instruments that are very important to promote the products or the services. Types of promotion instruments are:
a. Advertising

According to Collins Cobuild Dictionary, advertising is the activity of telling people in a newspaper, on television, or on a poster about a product, event, job vacancy, etc so that people want to buy or to see them.

Kotler said that, advertising is any paid form of non personal presentation and promotion of ideas, goods, or services by an identified sponsor. Advertising can be cost effective way to disseminate messages, whether to build a brand preference or to educate people. (Kotler, 2009: 538).

b. Sales Promotion

According to Kotler (2009: 554), sales promotion is a key ingredient in marketing campaign which consists of collection of incentive tools, mostly short term, designed to stimulate quicker or greater purchase of particular products or services by consumers of the trade and seems most effective if sales promotion is used together with advertising.

Sales promotion has three main targets:

- Consumers
- The trade
- The company

c. Direct Marketing

According to Mueller (1996: 59) direct marketing refers to a way of doing business-one in which the marketer attempts to sell goods directly to the
consumer without the aid of a wholesaler of retailer. Direct marketing is the use of consumer direct channels to deliver products and services to customers. This channels include catalogs, website, telemarketing, interactive TV.

One of the ways of promotion instrument with direct marketing is catalogue. According to Collins Cobuild Dictionary catalogue means a book containing a list of goods that you can buy in a shop or through the post, together with prices and illustrations; a book containing a list of all the objects in an exhibition, museum, or art gallery, usually with extra information and illustrations. Catalogue is a huge business. Some of companies distinguish their catalogues by adding literary or information features, sending samples of materials, etc.

d. Events and Experience

According to Kotler (2009: 560) it is the company or institution sponsored activities and programs designed to create daily or special brand-relate interactions. By becoming part of special and more personally relevant moment in consumer’s lives, involvement with the events can broaden and deepen the relationship of the company with the target market.

e. Publicity

According to Mueller (1996: 61) publicity is part of the broader function of public relation, involves seeking favorable comments on the
products/services and/or firms itself via news stories, editorials, or announcements in the mass media.

f. Personal Selling

According to Mueller (1996: 57) personal selling involves individual, personal contact with the customer, with the intent of either making an immediate sale or developing a long-term relationship that will eventually result in a sale.

g. Public Relations

According to Reck, the Public Relations Director of Colgate University, “Public relations is the continued process of keying policies, services and actions to the best interest of those individual and groups whose confidence and goodwill and individual or institution covets and secondly, it is the interpretation of these policies, services and actions assure complete understanding and appreciation. (In Oemi Abdurrahman, 1984: 25)

While according to Mueller (1996: 61) “Public relations involve a variety of efforts to create and maintain a positive image of an organization with its various publics. Organizations may wish to communicate with customers, employees, stockholders, suppliers/ distributors, governmental agencies, labor unions, the media, and various activist groups, as well as with the public at large.”
Meanwhile, public relations have five functions, such as:

1. Press Relations
2. Product Publicity
3. Corporate Communications
4. Lobbying
5. Counseling

B. Tourism

1. Definition of Tourism

There are a lot of definitions of tourism depending on the experts with different basis of the study. According to World Tourism Organization, tourism is the activities of persons traveling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes. As a service industry, tourism has numerous tangible and intangible elements. Major tangible elements include transportation, accommodation, and other components of a hospitality industry. Major intangible elements relate to the purpose or motivation for becoming a tourist, such as rest, relaxation, the opportunity to meet new people and experience other cultures, or simply to do something different and have an adventure. (In Elliott, 1997: 21)
While according to Schulalard, tourism is the sum of operations, mainly of an economic nature, which is directly related to the entry, stay, and movement of foreigners inside certain country, city, or region. (In Yoeti, 1996: 114)

There are a lot of definitions of tourism above, but the most important thing is the tourism product. The tourism product is something to be offered, to be bought, to be shown, and to be enjoyed by the tourists. According to Mill (2010: 23-28), the products of the tourism are:

a. Attractions
b. Facilities
c. Transportation
d. Hospitality

2. Kinds of Tourism

According to Pendit (2002: 41-47), the kinds of tourism are as follows:

a. Cultural tourism

Cultural tourism is a trip to another place to study citizenry condition, customs and traditions, live style, and culture and art.

b. Health tourism

Health tourism is a trip to change situation and environment where they live for the sake of their health.

c. Sport tourism

Sport tourism is a trip to engage in sports or to take part in sport events in a certain place or a certain country.
d. Commercial tourism

Commercial tourism is a trip to visit commercial exhibitions.

e. Industrial tourism

Industrial tourism is a trip done by student groups or society to an industrial complex for observation or research.

f. Political tourism

Political tourism is a trip to take part in an event of politics.

g. Convention tourism

Convention tourism is a trip to a certain place which is usually used for conference, meeting, and convention for the sake of politics.

h. Social tourism

Social tourism is a cheap and simple trip to give opportunity to low class society to make a trip.

i. Agricultural tourism

Agricultural tourism is a trip to agriculture projects, plantation, and cultivation of seedling.

j. Maritime tourism

Maritime tourism is a trip to engage sport in water or waters recreation in maritime country.

k. Nature preservation tourism

Nature preservation tourism is a trip to nature preservation, game preservation, and protected forest.
l. Hunting tourism

Hunting tourism is a trip to countries which have legal hunting area.

m. Pilgrim tourism

Pilgrim tourism is a trip to holy places, resting places of glorified leaders, and sacred mountains or hills to get blessing, spiritual force, firmness of his faith, and riches.

n. Honeymoon tourism

Honeymoon tourism is a trip done for one month after wedding party for a newlywed couple to have honeymoon to romantic places with special facilities for the sake of enjoyment of the trip and their visit.

o. Adventure Tourism

Adventure Tourism is a trip to nature which can push our adrenalin such as bungy jumping, rafting, mountain climbing, etc.
CHAPTER III

DISCUSSION

A. Description of Tourism and Culture Office (DIPARBUD) Boyolali

1. History

There are several institutions in Boyolali. One of the institutions is Tourism and Culture Office Boyolali that handles tourism sector in Boyolali. Tourism and Culture Office Boyolali was established in 1974. It was founded after the Mayor of Boyolali issued the decree no.13 / 1950 to develop tourism in Boyolali. Tourism and Culture Office Boyolali has the authority for planning the operational policy, developing the accommodation operation of tourism, public entertainment and recreation, and the last, giving guidance and construction to the potential tourism attraction.

2. Vision and Mission

The vision and mission of Tourism and Culture Office Boyolali are:

a. Vision

Creating Boyolali as a tourist destination by developing the local potentials.

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b. Mission

- Increasing the quality of tourism attractions and also employing society and tourism business.
- Increasing marketing.
- Encouraging preservation and development of object and the best tourist attraction.
- Increasing interregional cooperation in managing object, tourist attraction, and promotion.

3. Location

Tourism and Culture Office (Diparbud) Boyolali is located at Jl. Raya Boyolali Km 2 Mojosongo Boyolali.

4. Job Description in Tourism and Culture Office Boyolali

Tourism and Culture Office Boyolali has seven departments to support the duties. They are Official Head; Secretariat; Administration Department; Tourism Attraction Department; Tourism Infrastructure Department; Marketing Department; and Culture Department.

a. Official Head

The main duty of the Official Head is to carry out the governmental affairs in the sector of tourism, art, and culture. Generally, an Official Head has several important duties such as:

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1. Formulating technical policy of guiding and founding.

2. Arranging the strategic planning and annual working programs of the institution.

3. Analyzing and solving the problem faced by the office.

4. Coordinating the relevant institutions.

5. Supervising work implementation.

6. Providing permission in tourism field.

7. Giving opinion, suggestion, and reporting the job implementation to the superiors as the job responsibility.

b. Secretariat

This Secretariat Department consists of:

1. Sub-Department of Human Resources
   The jobs are handling, monitoring, and collecting the administration and providing information about the employees.

2. Sub-Department of Finance
   The job is handling the administration of finance.

3. Sub-Department of Planning, Research, and Reporting
   The jobs are planning strategies, researching data about Tourism and Culture Office, and Reporting the job implementation.

(commit to user)
c. Administration Department

Administration Department has several duties including handling problems which consist of evaluating, planning and reporting about finance administration affairs, equipment, finance administration, official house affairs and employee affairs.

This department consists of three sub-divisions. They are:

1. General Administration and Staffs Affairs Sub-division.
2. Finance Sub-division.
3. Planning, Evaluating, and Reporting Sub-division

d. Tourism Attraction Department

This department has several duties such as:

1. Providing permission in tourism attraction development.
2. Handling tourism attraction activity.
3. Supervising the condition of tourism attraction.
4. Constructing and monitoring the public entertainment and recreation.

This department consists of two sections. They are:

a. Tourism Attraction Section.

b. Recreation and Relaxation Section.
e. Tourism Infrastructure

The responsibility of this department is handling problems which includes accommodation for tourist and also the recreation and public entertainment. This department consists of:

1. Tourism Accommodation Section that arranging and collecting the material of tourism explanation and to monitor tourist accommodation.
2. Recreation and Public Entertainment Section that has important job in monitoring and constructing the public entertainment and recreation.

f. Marketing Department

The duties of this department are to handle and prepare of the tourism promotion activity, make a tourism socialization in everywhere, give information about the tourism for the tourists.

This department consists of three sections, including:

1. Promotion and Information Section.
2. Relationship Development Section
3. Society Cooperation and Tourism Resources Development Section
g. Culture Department

The main duty of this department is to keep, save, and develop the tourism and heritage assets in Boyolali.

This department consists of three sections, which include:

1. local art and language section.
2. historical and traditional value section.
3. heritage and museum section.

B. The activity of the writer in Tourism and Culture Office Boyolali

The writer started the job training in Diparbud Boyolali from March 15, 2010 until April 13, 2010. The working hour started from 07.00 a.m until 02.00 p.m. When implementing the job training the writer worked as a staff in Art and Culture Department and also in Marketing Department. The writer’s activities during the job training are:

1. Receiving invitations, mails, proposals, and brochures from other institution.
2. Making list about heritage assets in Boyolali.
3. Making invitations letter to other institution.
4. Giving information about Boyolali tourism to tourist, both foreign and local tourists.
C. Result of the writer’s activities during the job training

The result of the writer’s job training are:

1. The writer can improve the knowledge about how to communicate well with public.
2. The writer can practice English to communicate with foreign tourists.

D. The problems faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction

In doing the job to promote Boyolali tourism attraction, Tourism and Culture Office Boyolali faces some problems that are affecting their goals. The problems are as follow:

1. Limited Budget

   The most vital problem faced by Tourism and Culture Office in promoting Boyolali tourism attraction is the limited budget. Budget has an important role in promotion activities. To make the promotion activities well performed, large budget is needed. The budget can support the promotion activity; for example, making an advertisement of Boyolali tourist attraction, in form of booklets, brochures, leaflets, etc.; participating in the arts exhibition abroad. Therefore, the limited budget becomes a problem.

2. Limited Competence of Human resources

   Human resources are the people employed by an organization. Improving knowledge, competencies, skills and attitudes are necessary
to improve the overall efficiency and effectiveness of the organization.

The second problem that is faced by Tourism and Culture Office Boyolali is about human resources. The ability of human resources in using modern technology like computer and internet and the lack of human resources who master technology become problems that can affect Tourism and Culture Office Boyolali in the promotion activities.

3. Limited Promotional Tools

The next problem faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction is limited promotional tools. Promotional tool is very important to promote tourism attraction. The example of promotional tools are leaflets, brochures, catalogues, and internet. It is used to promote tourism attraction to the public. Therefore, the limited promotional tools becomes a problem.

4. Limited Cultural Events

In promoting tourism attraction, cultural events are needed to attract tourists. It becomes problem faced by Tourism and Culture Office because Boyolali lacks cultural events.

5. Lack of Coordination with Tourism Stakeholders

Tourism stakeholders have an important role in the tourism industry. The examples of tourism stakeholders are restaurant, hotel, homestay, motel, travel agent. They are important aspects that support tourism attractions in Boyolali. In Boyolali, the coordination with tourism stakeholders is not good. Therefore, it becomes problem faced
by Tourism and Culture Office Boyolali in promoting Boyolali tourism attractions.

E. The strategies of Tourism and Culture Office Boyolali to overcome the problem concerning promoting Boyolali tourism attraction

1. Increase Budget

To solve the problems concerning the limited budget in promotion activities, it is recommended that Tourism and Culture Office Boyolali make priorities by selecting the most important programs and develop cooperation between Tourism and Culture Office Boyolali and other institutions in running promotional activities such as printing guide books, brochures. This is done to contribute to promote Boyolali tourism, hotel, owners, exhibitions, festivals and contest activities and also invites some journalists to write about Boyolali tourism.

2. Enhance the Competence of Human Resources

To handle the problem concerning human resources, it is recommended that Human Resources Office of Boyolali hold technical training programs for staffs of Tourism and Culture Office Boyolali.

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3. Improve the Promotional Tools

Tourism and Culture Office Boyolali improve the promotional media by enhancing electronic and printed media.

a. Electronic media

Tourism and Culture Office Boyolali has the website ([www.boyolalitourism.com](http://www.boyolalitourism.com)) and ([www.pariwisataboyolali.info.com](http://www.pariwisataboyolali.info.com)). Public can access information by this website. The information includes description of the tourists attractions, facilities and the prices. The improvements of electronic media include updating the information, improving performance, and making attractive advertisements.

b. Printed media

Tourism and Culture Office Boyolali use the printed media to attract the tourists. The example of printed media are leaflets, brochures and catalogues that contain pictures and short description about the tourists attractions. The improvements of the printed media are increasing the number of leaflet, increasing the picture and paper quality, and improving the distribution of printed media.
4. Holding Cultural Events

To solve problem concerning limited cultural events, it is recommended that Tourism and Culture Office Boyolali hold cultural events in several occasion. This is done because Boyolali has a lot of diserve culture which can attract tourists to visit Boyolali tourism attraction.

Tourism and Culture Office Boyolali tries to introduce culture in Boyolali by holding cultural events such as:

a. Sedekah Gunung
   Sedekah Gunung is a traditional ceremony which is held every year, on 1 Suro eve by performing sacrifice to the king of Merapi mountain.

b. Saparan
   Saparan is a traditional ceremony held in “Sapar” month. This charity is held by spreading “apem” (traditional cake from Central Java).

c. Niti Tilas
   Niti Tilas is a ceremony that aims to remember the historical journey of Sunan Pandanaran as a prominent figure that makes Boyolali city. Tourism and Culture Office Boyolali also holds many events to attract tourist, such as carnivals and arts competitions.

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5. Develop Coordination with Tourism Stakeholders

To support the tourism attractions in Boyolali, it is recommended that Tourism and Culture Office Boyolali make coordination with tourism stakeholders such as restaurant, hotel, homestay, motel, travel agent, etc. It is aimed at making the tourists feel the comfort and they are satisfied with their visit, so they will stay longer in Boyolali.
CHAPTER IV

CONCLUSIONS AND SUGGESTIONS

A. Conclusion

Based on the description and discussion above, the writer concludes that Tourism and Culture Office (DIPARBUD) Boyolali as the local government institution in the tourism industry in Boyolali has an important role in developing Boyolali tourism attractions. In carrying out the job, Tourism and Culture Office Boyolali faces five problems that affect their goals. The problems faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attractions are limited budget, limited competence of human resources, limited promotional tools, limited cultural events, and lack of coordination with tourism stakeholders.

Tourism and Culture Office Boyolali has limited budget in promoting tourists attraction. To make promotion well performed, large budget is needed but Tourism and Culture Office Boyolali does not have large budget. This problem is solved by selecting the most important program and develop cooperation between Tourism and Culture Office Boyolali and other institutions. The second problem faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction is the limited competence of human resources. The lack of human resources who master technology become problems that can affect Tourism and Culture Office Boyolali in the promotion activities. This problem is solved by
holding technical training programs for staffs of Tourism and Culture Office Boyolali. Limited promotional tools becomes third problem faced by Tourism and Culture Office Boyolali in promoting Boyolali tourism attraction. Promotional tool is very important to promote tourism attraction because it is used to promote tourism attraction to the public. This problem is solved by making improvement in electronic and printed media such as always update information, improve performance, and increase the number of leaflet. The fourth problem faced by Tourism and Culture Office Boyolali is limited cultural events. Cultural events are needed to attract tourist and it becomes problem because Boyolali lacks cultural events. This problem is solved by holding cultural events in several occasions. The last problem faced by Tourism and Culture Office Boyolali is the lack of coordination with tourism stakeholders. Tourism stakeholders are important aspects that support tourism attractions in Boyolali but the coordination with tourism stakeholders is not good. This problem is solved by developing coordination with tourism stakeholders.

B. Suggestion

Based on the problems that have been discussed above, the writer has suggestions for Tourism and Culture Office Boyolali and the related partners. The suggestions are as follows:

1. Tourism and Culture Office (Diparbud) Boyolali
a. It is recommended that Tourism and Culture Office employ responsible officers to handle tourism development in Boyolali.

b. Tourism and Culture Office add staffs who can master modern technology.

c. Tourism and Culture Office should suggest the Boyolali Government to allocate more budget in APBD (Local Government Budget) for tourism sector.

2. Staffs of Tourism and Culture Office Boyolali

It is recommended that staffs of Tourism and Culture Office Boyolali learn more about modern technology by themselves if there is no technical training from Human Resources Office Boyolali.

3. Human Resources Office Boyolali

It is recommended that Human Resources Office Boyolali give technical training for staffs of Tourism and Culture Office Boyolali.

4. Boyolali Government

It is recommended that Boyolali Government allocate more budget in APBD (Local Government Institution) for tourism sector.