CHAPTER III

DISCUSSION

A. Description of Sinergi Event Surakarta

1. General information

Sinergi Event Surakarta is a company which engages in planning and managing; conference, meeting, exhibition, and other similar events, or commonly known as MICE (Meeting, Incentive, Conference, Exhibition). Many events both national and local have been held professionally by Sinergi Event. This company established in 2006. Sinergi Event has a commitment to provide best service professionally in the management activities around Surakarta, support and contribute through MICE activities to develop tourism around Surakarta. Sinergi Event is one of subsidiaries of Sinergi Mediawisata that engage in the field of Tourism Travel Agents (TTA) in Solo.

Sinergi Event is the largest MICE companies in Solo. Sinergi Event has many clients such as Government Agencies (Ministry, Provincial Government, Municipalities Government, Related Department, BUMN Department; Private Companies, National Association, and Organization). Sinergi Event has also a long track record as organizer of a variety of activities both national and local professionally. It is because of the professional staffs in this field and supported by the young educated employees and the trained personnel MICE certified by BNSP (National Professional Certification Board).

The difference of educational background and skill of the employees make Sinergi Event able to provide the best and the professional services in various
fields. The educational background and professional personals of Sinergi Event are: Tourism & Hospitality, Management, Information Technology (IT), Communication, Finance, Design Communication Visual, and any others. The entire Sinergi Event professionals have national certification in the field of MICE (Meetings, Incentive, Conference, and Exhibition).

In the last seven years, Sinergi Event has planned and managed more than 150 events in various cities outside Solo as well as in the city of Solo. It also cooperate with some industries, such as: Booth Contractor, Venue Management, Hotels, Printing, Advertising agencies, Mass Media, Creative Decoration, Travel Agency, and others for the success of the organized activities. Sinergi Event is the only company which is incorporated as a Member of Indonesia and Convention Association (MICA) in Solo.

2. Company profile of Sinergi Event Surakarta

The Company Name : CV. SINERGI MEDIAWISATA or known as SINERGI EVENT

The Director Name : Daryono, SE

The Address : in Grha Solo Raya First Floor, Jl. Slamet Riyadi number 1, Solo, Central Java

The Phone Number : (0271) 5843678, 2144388

The Facs. : (0271) 635936

The E-mail : info@sinergievent.com

sinergi_slo@yahoo.com
The Website : www.sinergievent.com

Deed of the Establishment : 05/1 Juni 2006/SILVIANI TRI BUDI

ESTI, S.H

Taxpayer Registration Number : 02-514-156 -5-532- 000

Trade Business License : 536/11.35/PK/XI/2012 (21Nop 2012 s.d

22 Nop 2017)


Company Registration Certificate: 113538200739 (29 Okt 2012 s.d 29 Okt 2017)

HO : 503/HO/426/X/2012 (30 Okt 2012 s/d 30 Okt 2017)

3. Vision and Mission

_Sinergi Event_ of Surakarta has vision and mission but it is not mention directly. _Sinergi Event_ mentions the vision and mission as dream and spirit. That dream and spirit have functions to control and conduct the company work in achieving the company’s goal. The vision and mission of _Sinergi Event_ are:

a. Dream

To become a company that has thought ahead to all innovations in the event that the company or the clients generate a hope for unity in achieving prosperity.
b. Spirit

The company provides the best service for clients and provides different pictures of the company's latest event.

4. Company Divisions

According to the company data, there are six divisions in Sinergi Event Surakarta. They are:

a) The Office Administration Division.

This division manages all kinds of the company administration. It means that the division has important role for the company, such as managing company documents (SIUP, NPWP, TDP, etc), managing important letters, composing and saving the entire company database.

b) Account & Finance Division

This division is established to plan, organize, and manage financial companies and events held by Sinergi Event. The division has also some job descriptions, such as receiving and paying company's tax, managing event's financial, paying salary and incentives for all staffs.

c) Marketing & Relationship Division

The division handles both of the company marketing and the company products; sponsorship marketing; and partnerships with various clients. This division becomes as the surveyor division on the event venue.

d) Incentive Division

This division sets to plan and manage all kinds of the travel related to MICE including: the pre and the post tour, and the social program. This division
manages Tourist Information Center and tour planning. This division needs professional staffs to develop these tourism aspects.

e) Creative & Design Division

This division has special jobs such as planning the concept of events globally, designing and producing promotional and non-promotional graphic in the pre, during and the post event. That promotional graphic includes logo, set of proposal, and the promotional material indoor or outdoor. This division’s role is also updating the company promotion or event in the websites, email, social media, etc. The employees in this division must be have high creativity to make visitors interested to come in the events.

f) Property & General Purpose Division

This division creates event properties to support the event success. Property & General Purpose Division is also established to support all divisions in Sinergi Event.
5. Organization Chart

Director

Daryono, SE

Office Administration

Mukhlis M. & EkoIndriarso

Marketing & Relationship Div.

SelynaRidhonaF

Creative & Design Div.

Daniel N S.

Account & Finance Div.

Hernawan

Incentive Div.

EkaAgus W.

Properties & General Div.

Hartono
6. Tourist Information Center (TIC) of Sinergi Event

There are two Tourist Information Centers in Surakarta. They are Tourist Information Center in Sinergi Event and Tourist Information Center in Dinas Kebudayaan dan Pariwisata (DISBUDPAR) of Surakarta. TIC of Sinergi Event held by private owner while TIC of Dinas Kebudayaan dan Pariwisata (DISBUDPAR) of Surakarta managed by the government. TIC of Sinergi Event is the sub-division under the incentive division which serves both the foreign and the domestic tourists. The main service given by TIC is providing information to the foreign and the domestic tourists. Giving information about tourism destination around Surakarta is the main duty in Sinergi Event. The information that is given to the domestic and the foreign tourists describes about tourist destinations, events, shopping centers, culinary spots, and transportations.

In order to give information to the tourists about events held in Surakarta, TIC provides brochure of calendar events. Meanwhile, to inform the tourist about tourist destinations, TIC provides the guiding map of Surakarta, and leaflets which are given to tourist as the gift. Besides, TIC also provides guiding book of Central Java which can help the tourists to find interesting places to be visited. Making tourist easier to access their destination, TIC officer provides tour guide and the rent-car service. They only need to pay the tour guide and the car so the tourists can access the destination easier.

TIC of Sinergi Event opens from Monday until Saturday started from 8.00 a.m. until 4.00 p.m. It is appropriate to the office time of Sinergi Event. The domestic and the foreign tourists who need information can visit to the TIC office
of *Sinergi Event*. The foreign tourists ever came to TIC of *Sinergi Event* such as from English, Dutch, French, Italy, and Thailand.

**B. The Activities during the Job Training at Sinergi Event**

The writer had done several activities in *Sinergi Event* during the job training from August 11th, 2014 until September 27th, 2014. The working hours started on Monday until Saturday at 08.00 a.m. – 04.00 p.m. The duties are done as follows:

1) Welcoming the tourist as a guest

The writer welcomed the guests including the domestic and the foreign tourists by giving information about tourism around Surakarta. It was started by greeting and general conversation such as “Hi, May I help you?” or “What can I do for you?”

2) Providing Information to the tourists

Besides welcoming the tourist as a guest, the writer was required to provide information needed by the guests. The information should be clear, appropriate and accurate. There were many kinds of information which are needed by the tourists, such as the tourist attraction around Solo, the event, the accommodation, the traditional market, Keraton Solo and other information.

The common questions asked by the tourists such as: “Where is the location of Candi Cetho and Candi Sukuh?” and “Where is the location of Kampung Batik Kauman?” or “Where is the location of Mangkunegaran and Kasunan palace?” Sometimes, the tourists asked complicated question, such as “How can we get to
the Sukuh and Cetho temples by using public transportation.” If the writer did not know the exact information, she would ask to the other staffs.

3) Guiding the Jaladara loco steam

The writer guided the tourist driving Jaladara loco steam. It is about two until three hours, from Purwosari train station until Solo Kota train station. During the guiding, the writer explains about tourist attraction such as Kampung Batik Kauman and Loji Gandrung. The guiding activity is under incentive division.

4) Looking for address of Angkasa Pura Airport Management in Indonesia

The writer looked for the address of Angkasa Pura Airport Management in Indonesia on the internet. It is used to cooperate with the airport management. After the writer gets the address, she asked to type and copy it into Microsoft excel.

5) Marketing the Sinergi Event product in Jogja Expo Center (JEC)

As a job trainer, the writer has to do all the jobs given by the staffs of Sinergi Event including to promote the Sinergi Event product. This activity is accompanied by Sinergi Event marketing staffs.
C. The ways to provide good services for the tourists by TIC staffs of

*Sinergi Event.*

Good services needed by the Company to create high satisfaction for the customer. In term of tourism industry, TIC staffs required to consider some ways to create high satisfaction to the visitors; both domestic and foreign tourists. There are several ways done by TIC staffs of *Sinergi Event* in improving its services quality:

1) Applying several work principles while providing information

   a. Appropriateness

   The information given by TIC staffs to the domestic and the foreign tourists are appropriate to the information they wanted.

   b. Easy to understand

   TIC staffs try to give information that is easily to understand by the domestic and the foreign tourists. TIC staffs give an easy explanation about information needed by tourists.

   c. Friendly

   TIC staffs serve information to the domestic and the foreign tourist friendly, so they can be satisfied in order to give explanation. TIC staffs should have a good attitude during explaining to tourists.
d. Recommendation

TIC Staffs need knowing more about tourist attractions to give recommendation to visit by the domestic and the foreign tourists.

e. Patient

The visitors of TIC came from another country around the world. They have their own cultures. It can be shown from their personality such as friendly, patient, talkative, and impatient. When TIC staffs faced impatient tourists, they need to serve them patiently. TIC staffs should be patient during serving the tourists. Besides, TIC staffs should also give good even best service to the tourists.

2) Providing Several Media

a. Printed Media

TIC staffs give an explanation and information to the domestic and the foreign tourists directly. Due to make them easier to understand, TIC staffs give the domestic and the foreign tourists printed media like leaflets, brochures, and catalogues. Those printed media contain descriptions and pictures about several tourist attractions around Surakarta. Those are important to the domestic and the foreign tourists. It can help them to find some tourist attractions easier and help them to find the description place that they will visit. The brochures also contain Solo city maps to search the domestic and the foreign tourist’s destinations.
b. Electronic Media

*Sinergi Event* has a website namely: www.sinergievent.com. The website can be visited by people who need information about the tour, the travel, and the event held in Solo. That website also contains tourist attractions around Solo. By visiting that website, tourists could know about Solo without visit to TIC office.

c. Making cooperation with the rent car office

TIC of *Sinergi Event* has cooperated with car rental office in Surakarta. This cooperation used to accommodate car for the tourists who need to visit tourist attraction.

d. Driving Jaladara Loco Steam around Solo

TIC of *Sinergi Event* gives the tourists facilities to ride Jaladara Loco Steam. It is a traditional locomotive of Indonesia in Colonial Era. The tourist can rent loco in a group. Tourists could get into Jaladara Loco Steam from Purwosari train station to Solo Kota train station. The Jaladara Loco steam also serves tourists with traditional performance like traditional singer called sinden who sing traditional song.

e. Offering souvenirs

TIC staffs offer souvenirs to the tourists who came to TIC office such as key chain, calendar event per year and guiding book of Central Java.
D. The problems faced by the writer in providing good services and the solutions to overcome that problems

1. The problems faced by the writer

In giving good services to the tourists as the visitors of Tourist Information Center, the writer faced some difficulties. The difficulties faced by the writer are problems related to human resources. There are some problems that the writer faced regarding the human resources in TIC of Sinergi Event, they are:

a) Inability of TIC staffs to speak another language unless English

There are many tourists from all over the world came to Indonesia, especially in Solo. All of them do not speak English fluently to communicate. They usually use their first language to speak with the writer as the TIC staffs when they visit to TIC office. If the writer does not understand what they said, the tourists speak by adding gesture.

Those problem happened because the writer cannot speak another language unless English, so do the TIC staffs. This problem definitely decreases the quality service of TIC staffs to the tourists. The tourists can be disappointed because they do not get the information that they need clearly.

b) The lack of discipline by TIC staffs

TIC office open from Monday to Saturday started at 8.00 a.m. to 4 p.m. but TIC staffs usually come late. They usually come at 9 a.m. Meanwhile, there
are tourists who come to TIC office at 8 a.m. The writer should serve the tourists herself. If the writer cannot serve the tourists well, it can disappoint the tourists.

2. The solutions to overcome the problem faced by the writer

The problems that are faced by the writer influence the optimality of company operation. These are the solutions related to the problems faced by the writer in TIC of Sinergi Event. The solutions are based on the writer’s observation during the job training there. The solutions are:

There are some alternative solutions to overcome the problem that the writer faced related to human resources, such as:

a) The TIC office should recruit staffs who can speak more than one foreign languages

The TIC office needs staffs who can speak more than one foreign language unless English because not all the foreign tourists can speak English. Due to that reason, the writer suggests to the Sinergi Event to recruit staffs who can speak not only English but also the other foreign languages such as French, Japanese, and Germany. This effort is expected to give the good services to tourists and it creates tourists satisfaction.

b) Making a written regulation to TIC staffs

The alternative solution can be given by the writer to the Sinergi Event is by making regulation. The regulation can be the consideration to increase the staffs’ discipline. The regulation includes the punishment and reward. The punishment
can be given by the company to TIC staffs who come late to the office. The punishment can also be given to another staffs whose break the regulations in the office. By giving punishment, hopefully the TIC staffs will not come late to the office so they can service the tourist well. Besides, *Sinergi Event* can give reward to the staffs that follow the regulations. It can be done as an appreciation to the staffs. The punishment and the reward are hopefully can increase the performance of the staffs.