CHAPTER III

DISCUSSION

A. Description of Sinergi Event Surakarta

1. General information

Sinergi Event is one of Event Organizer in Solo city. The company runs in event sector, conference, meeting, and exhibition that related to planning and managing. It is also known as MICE (Meeting, Incentive, Conference, and Exhibition). It has created both national and local events. It has been created many events by professionally. Many events that have been succeed by Sinergi Event such as Solo Indonesia Culinary Festival, Java Expo, and Boyolali International Folklore. Sinergi Event does activities related to MICE that its purpose is to promote Solo city and increase tourism sector that attract local and international tourist. Sinergi Event is subsidiary of Sinergi Mediawisata, established in 2006.

Sinergi Event has created with many relations such as Government agencies (Provincial government, Ministry, Municipalities government). It also has created relation to National Association such as ICA (Indonesia Chef Association). The other relations that have been created by Sinergi Event are to some Organizations. One of organization in Solo that cooperates with Sinergi Event is KREASO (Komunitas Kreatif Anak Muda Solo). Sinergi Event is one of Event organizers in Solo running in MICE sector known as professional event organizer because it is supported by professional employees.

The employees of Sinergi Event have difference skills. The skill of the employees are difference among one employee with other employee. The education background of the employees also difference such as Management, Communication, Design visual, and etc.

Sinergi Event is a company in Solo which is combined as MICE (Member of Indonesia and Convention Association). It also creates other relations such as with hotel, mass media, advertising, industries, and travel agencies in the last three years. Sinergi Event has success of the organized activities of many events more than fifty event.

B. Company profile of Sinergi Event Surakarta
The Company Name: CV. SINERGI MEDIAWISATA or known as SINERGI EVENT

The Director Name: Daryono, SE

The Address: Graha 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

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


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)

C. Vision and Mission of Sinergi Event
The vision and mission of Sinergi Event is Dream and Spirit. The function of dream and spirit are to control the quality of the company in creating many events and the goal of the event. The dream and spirit of Sinergi Event are:

1. Dream
To become a company that has all innovation in the event so that the clients have a hope in achieving their goal.

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

a. The Board of the organization of Sinergi Event

D. The Activities during the Job Training at Sinergi Event

I did the job training in Sinergi Event. It started at 08:00 a.m until 04:00 p.m. I worked in administration division and sometimes helps TIC (Tourist Information Center) division. I worked
from Monday until Saturday. During the event I worked until Sunday. The activities done are as follows:

1. Welcoming guests who visit Sinergi Event
   I gave greeting for the tourists such as good morning, good afternoon, and etc. I also did general conversation such as “Can I help you?”, “What do you want”, “Where do you want to go?”, and etc. It was done for domestic tourists and foreign tourists.

2. Answering the question of the tourists about Solo
   I answered the question from the tourists such as “Where is kampung batik Laweyan?”, “Where is Mangkunegaran?”, “What is Galabo?” and many more. For example, Galabo is traditional culinary market located in front of PGS (Pusat Grosir Solo) opens from 07:00 p.m until 11:00 p.m and while Galabo open from Monday until Sunday.

3. Checking schedule of Train in Balapan Station and Purwosari Station.
   I had to check the schedule in www.kereta-api.com.id to know about the time the Trains arrive and go from Balapan Station or Purwosari Station. It was done because sometimes tourists ask about schedule of Purwosari Station and Balapan Station. It is helpful for tourists that use train as transportation to travel.

4. Making note for tourists that visit in TIC
   I made a note for the domestic tourists and the foreign tourists to sign in the note to input data tourists who visit in Sinergi Event. It was done to know how many domestic and foreign tourists that visit Sinergi Event and Solo.

5. Checking email of Sinergi Event
   I checked the email of Sinergi Event. I also replied, forwarded, and opened the new email. For example, if the email from foreign tourists I gave the information about it into director of Sinergi Event and explain what the purpose of this email.
6. Translating English language into Indonesian

I translated letters, invitations, and proposals into English language or Indonesian language. It was done to help other to understand the purpose of letters, invitation, and proposals that were sent into Sinergi Event or Sinergi Event had created it and sent it into another company or delegation of a country.

7. Giving information about Jaladara Loco Steam

I gave information for the tourists as they ask about where the station of the loco steam started. It started from Purwosari Station until Sangkrrah Station. If they asked about the price of the ticket, the price for Solo citizen thirty thousand rupiahs people outside Solo city one hundred thousand rupiahs, and foreign tourist two hundred thousand rupiahs. They asked about the time of the steam loco started until arrived in the next station. The times of trip is about two until three hours. The tourist asked many more questions.

E. The Efforts of Sinergi Event to promote Solo as Tourism City

1. Sinergi Event Creating Events

Sinergi Event creates many events to promote Solo as a tourism city. One of the events created by Sinergi Event is SICF (Solo Indonesia Culinary Festival). SICF is an event about traditional culinary from Indonesia. Traditional foods from Solo dominate this event, for example Serabi, Tengkleng, Rawon and etc. Sinergi Event creates this event because it wanted to show public that Solo is the central of culinary in Indonesia.

2. Using Social Media

Social Media is one of the important things in promotion. Many companies use social media in promoting their products or services. Sinergi Event also uses social media to promoting Solo as a tourism city. One of social media that used by Sinergi Event is Facebook. Many people use
Facebook. The account of Sinergi Event is Sinergi Event Solo. Sinergi Event shares pictures, videos, and flyer in Facebook. Sinergi Event also shares about traditional transportation in Solo. The amazing traditional transportation in Solo is Jaladara Loco Steam. In Social Media people are interested in the product or service because people see the picture and watch the video. It is easy for Sinergi Event to promote Solo city to the domestic tourists and foreign tourists and persuade them to visit Solo city.

3. Creating TIC (Tourist Information Center)

One of the efforts of Sinergi Event in promoting Solo city is by creating TIC. TIC is a way to promote Solo city in Nationally and Internationally scale. The domestic tourists and foreign tourists often ask about Solo city in TIC. They ask about traditional food, event in Solo, and history of Solo city. TIC always gives news and information about Solo. TIC also gives information about calendar event in Solo, map of Solo city, and accommodation in Solo. TIC is very helpful for the tourists who never visit Solo city previously.

4. Using Newspaper

Sinergi Event uses newspaper in promoting Solo. The promotion with newspaper media is chosen by Sinergi Event because many people read newspaper. Sinergi Event has cooperation with local newspaper in Solo such as Joglo Semar and Solo Pos. They are local newspapers in Solo that support Sinergi Event in promoting Solo city. They write press release about activities done by Sinergi Event. The newspaper also posts the pictures and uses good words in their news so that people will be interested with Solo city.

5. Using TV Station

In promoting Solo city, Sinergi Event also uses TV media. The local TV station that supports Sinergi Event is TATV (Terang Abadi Televisi). TATV always broadcasts events created by Sinergi Event that related to Solo city. It is helpful in promoting because people can watch the
events that are happening in Solo city. The scope of television is very wide because the signal of television can reach cities around Solo and National scale. One of the events created by Sinergi Event which broadcasted by TATV is SICF 2015 (Solo Indonesia Culinary Festival). During the event, TATV broadcasts and also gives information about the place where the event happens, what kind of the event is, the time when the event opens until closes, and etc.

6. Partnering with Solo Government

Solo Government is the important partner in promoting Solo as a tourism city. There is a good relationship between Sinergi Event and Solo city government. Sinergi Event always sends invitation for mayor of Solo city to come in events created by Sinergi Event. This is a way that the Solo city governments can see, feel, and support the efforts of Sinergi Event in promoting Solo city. The local government can also help in promoting Solo in National and International scale. It can also support in fund that the events created by Sinergi can be more attractive and the quality of the events can be better than before. One of the events that appreciated by Solo city government is Java Expo. The Mayor of Solo city, Rudiatmo participated in opening and gave greeting in this event.

7. Creating Website

Website is also one of the ways of Sinergi Event in promoting Solo. The website of Sinergi event is www.Sinergievent.com. This website contains general information of Sinergi event, events created by Sinergi Event, calendar events, and etc. This website also contains pictures, videos, pamphlet of events created by Sinergi Event. People can access the website to know about Solo city. The website also promotes Jaladara Loco Steam. Sinergi Event creates this website to attract internet users because nowadays people tend to look for information. The website has been claimed by Sinergi Event as the effective way to promote in this era because people can access internet anywhere and anytime.

F. The Obstacles Faced by Sinergi Event in Promoting Solo as Tourism City

During the promotion, Sinergi Event gets some obstacles. The obstacles are website, internet access, and location of TIC, fund, employees.
1. Website
Sinergi Event has a website which is www.Sinergievent.com. The website of Sinergi Event is often in trouble because the software in the website is rarely updated. People sometimes get trouble when they open the website of Sinergi Event. It also used by marketing of Sinergi Event to carry out promotion of some event but it has not been done maximally.

2. The Access of the Internet
The internet access is very important in promotion. Sinergi Event also gets trouble in access internet. The speed of internet access in Sinergi Event office gets down when all of computer online. When it sends an email sometimes failed because the signal of internet in Sinergi Event lost. The internet access of Sinergi Event also gets down and becomes slow in response as they open more tab in the window.

3. Location of TIC
TIC is very supportive in promoting Solo as tourism city. Sinergi Event has TIC but the room is very small. There are many pamphlets, brochures, and map of Solo city available in there but it is not arranged well. The tourists sometimes feel difficult to find TIC because the board of TIC is very small. They feel confuse to find TIC before asking about Solo because the building is very small just two chairs and one big desk.

4. Fund
The promotion can be done effectively, if the fund is maximal. Sinergi Event needs more fund in creating events that related with purpose to promote Solo city. The fund is used to promote in social media, television, newspaper, and radio station. The fund by Solo city government are limited, therefore events created by Sinergi Event related with promotion have not been maximally. It has not created International level because the fund is not enough to create International event.

5. The employees
The employee is one of the obstacles faced by Sinergi Event. Sinergi Event needs more employees in the office and TIC of Sinergi Event. The employees of Sinergi can not speak English well. They get confused when foreign tourists visit and ask them. This problem makes the information given to the tourists is not complete. This situation makes the tourists get confused and choose to open google to get the information they want. It harms the tourists and make them feel disappointed. They are also things that influence the service of Sinergi event.

G. The Solutions Done by Sinergi Event in promoting Solo as tourism city

1. Website

The problem is solved by upgrading the software of the website. Every three month is enough to upgrade the software so that the website will not be error. The other solution is by checking the antivirus of the website. The antivirus should always be checked to anticipate virus that infect the website. It should be done to increase performance of the website. It also affects the internet users because it can be easier to access the website. The internet users will feel satisfied while looking for information. Therefore Sinergi Event should observe, check, and upgrade the website so that the promotion will be maximal.

2. The Internet Access

The internet access is very important related to the promotion. Internet access is one of the problems faced by Sinergi Event. The employees of Sinergi Event get trouble in internet access because when the computer online, the speed of the internet access in Sinergi Event goes down. This problem has disturbed the performance of the employees when they open email, upload pictures, video and etc. The problem can be resolved by increasing the speed of the internet access. Sinergi Event should coordinate with the internet provider to increase the speed of the internet such as Speedy, Smartfren, or 3 mobile.

3. Location of TIC (Tourist Information Center)

The problem can be solved by creating the big backboard which written TIC on it, by enlarging the room of TIC, and by creating direct plank that written Sinergi event TIC (Tourist Information Center) in front Sinergi Event office along Slamet Riyadi street. Sinergi Event should create the
big board that written TIC on it because the old board of Sinergi Event is very small and can not be seen from Slamet Riyadi Street. The building of TIC must be enlarged because the room of TIC is very small and it has just two chairs and one big desk. In front of Sinergi Event also need to be created direct plank so that the tourists will not be confused looking for TIC when walking in Slamet Riyadi Street.

4. Fund

Fund is the big problem in promoting Solo city. The solution to solve the obstacle faced by Sinergi Event about fund is Sinergi Event should coordinate with Solo city government before creating the events or activities related with promoting Solo city. It should be done because Solo government actually has fund to support activities related to tourism sector. Sinergi Event can also make proposals to be given to big companies to support activities carried out by Sinergi Event. The examples of big companies are Wall Company, Kokita, Batik Danar Hadi, and Steak holder of accommodation in solo like Rosalia travel, and restaurants in Solo. Sinergi event can get more funds in creating events related to the promotion Solo city and the company can be helped in promoting their product or service of the company.

5. The employees

The employee is also one of the problems faced by Sinergi Event. The problem is the employees of Sinergi Event can not speak English well. These problems make the promotion of Solo city to foreign tourist not optimal because the quality of English language skill of the employees is less. The solutions are:

1. Using English for Monday until Saturday then choose one of the days for communication in the office of Sinergi event, when they get problems in translating, they can open dictionary or open Google translate.
2. Learning about pronunciation and not being shy to speak up with your friend or the foreign tourist

3. Being more selective in recruitment of the new employees to get the best employees with English language skills.