CHAPTER III

JOB TRAINING RESULT

A. DISBUDPAR Surakarta

1. Brief History of DISBUDPAR Surakarta

The Surakarta government has several institutions in many different sectors. One of the institutions is Dinas Kebudayaan dan Pariwisata Surakarta. It is the local government institution that handles tourism sector in Solo. This institution was established in 1985. It was established after the Mayor of Surakarta issued the decree No. 29/HK/05/PHG 79 to develop tourism in Solo. Based on the decree No. 84/2000 about the regional administration staff rules, the Mayor of Surakarta changed the name Dinas Pariwisata (DISPARTA) Surakarta into Dinas Pariwisata Seni dan Budaya (DIPARSENIBUD) Surakarta. Later, based on decree No. 16/2008, the Mayor of Surakarta changed the name Dinas Pariwisata Seni dan Budaya (DISPARSENIBUD) Surakarta into Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Surakarta.

DISBUDPAR of Surakarta is a state institution which serves and helps the local, national, or international tourists. It also has the authority for planning the operational policy, giving guidance and constructing the potential tourism attraction.

2. Vision and Mission

The vision and mission of DISBUDPAR Surakarta are as follows:

a. Vision
Creating Surakarta as a tourist destination city based on culture.

b. Mission

- Encouraging preservation and development of object and the best tourist attraction.

- Increasing the quality of human resources in tourism and cultural sectors and employing society and business exertion having global competitive ability.

- Providing accurate and complete database in tourism and cultural sectors based on information technology.

- Increasing the cooperation between regions and tour agents dealing with organizing the objects and tourist attractions as well as promotion.

3. Location

DISBUDPAR Surakarta is located at Jl. Brigjen Slamet Riyadi 275 between Graha Wisata Niaga Hall and Radya Pustaka Museum. The place is strategic and reachable.

4. The structure of the organization

DISBUDPAR (Dinas Kebudayaan dan Pariwisata) handles promotion activities of tourism in Surakarta. Based on Mayor Rule (2008:16), this institution has organization structure as follows:

1. The head of the institution
The duty is to control and organize all of the working systems which have been decided by the mayor Surakarta.

2. Administration

Administration department consists of:

- Sub Department of General Affairs
- Sub Department of Human Resources
- Sub Department of Finance

The main duty is to manage the administrative works, such as the finance administration, handling archives, and monitoring the employee information.

3. Department of Program Assistant, which consist of:

- Planning Division
- Control, Evaluation, and Report Division

The duties are to make the strategic plan and annual work program, to monitor and control the program and to evaluate it.

4. Department of Tourist Service

This department consists of:

- Tourism Accommodation Division
- Tourism Promotion Division
- Tourism Service and Information Division

They have duties to promote tourism and give information service to tourists.

5. The Board of The Organization in DISBUDPAR Surakarta
The Head of DISBUDPAR

The functional groups

- The secretariat
  - Sub unit of planning, evaluating and reporting
  - Sub unit of financial
  - Sub unit of general and employment

Department of tourism facilities

- Department of art, culture, history and primordial
  - Division of control and development of art and culture tourism asset
  - Division of promotion and tourism information
  - Devision of partnership

Department of tourism

- Division of tourism accommodation
  - Division of art and culture
  - Division of history and primordial

Division of recreation and public entertainment

UPTD
B. Description of Tourist Information Center (TIC)

1. Tourist Information Center (TIC)

TIC is an organization under the supervision of DISBUDPAR (Dinas Kebudayaan dan Pariwisata). It has duties to promote Solo tourism objects. TIC was established by the local government of Surakarta with the decree no. 5K 71/U/1969. The main duty of TIC staff is giving information about Surakarta surroundings to foreign or domestic tourists.

Establishing Tourist Information Center (TIC) is one of the efforts of DISBUDPAR in promoting Surakarta tourism objects. TIC is the part of Tourism Department which belongs to the Promotion and Tourism Information Division.

TIC is also a department functioning as the Front Office which handles Public Relations affairs of DISBUDPAR Surakarta. It has a function to communicate with its public to build and maintain DISBUDPAR’s image. Due to the absence of department handling Public Relations affairs, TIC has functions and responsibilities as Public Relations division. There are many Public Relations affairs handled by TIC, such as building rapport between its institution (DISBUDPAR) with their related publics and ensuring that domestic/foreign tourists who visit DISBUDPAR get all the information needed.

The tourists who come to TIC usually ask about tourist attractions, accommodation, restaurant, money changer, tour guide or a car rental, and other information about tourism in Solo. Moreover, it can be reached tourist easily by phone (0271) 716501 or official website on pariwisatasolo.surakarta.go.id/.
2. The Work Effectiveness

The working hours of TIC are:

- Monday – Friday : 07.30 a.m. - 04.00 p.m.
- Saturday – Sunday : 10.00 a.m. – 02.00 p.m.

It still opens on Saturday and Sunday when the other divisions are closed because there are more tourists coming to TIC on weekends. To be available on the weekend when tourists need TIC is one of the efforts of creating good image.

3. The kind of Information Given in the TIC

The main focus of Tourist Information Center (TIC) is to provide clear and accurate information about tourist attractions, tourism object, events, lodging, restaurants, travel agents, and information in Surakarta and surroundings. In addition, TIC is one of the media to promote Surakarta Tourism to attract more tourists visiting the city.

The promotion media such as:

1. Map

   It contains the location of tourism destination, hotels, bus station, airport, railway station, money changer.

2. Brochure of leaflet

   It has short and simple information about the tourist destination.
3. Guide Book

It has more complete information about history of Surakarta Tourism, map, tourist destination.

4. Booklet

It contains the information about some sponsors to promote their products, or factory services.

5. The Events Calendar

It has complete information about the annual event in Surakarta and surroundings for one year.
C. The Writer’s Activities on the Job Training

The writer started the job training in DISBUDPAR Surakarta on April 14, 2014 and it ended on May 14, 2014. The working hours were Monday to Friday from 07.30 a.m. to 04.00 p.m. In the job training, the writer worked as a receptionist in Tourist Information Centre (TIC). The writer’s activities in during the job training were:

1. Welcoming the guests coming to DISBUDPAR both domestic and foreign tourists. When the tourists came to TIC (Front Office of DISBUDPAR), the writer greeted and smiled to them. After that, the writer asked the tourists what they needed.

2. Providing services in the form of information to tourists either domestic or foreign who needed information about Surakarta including tourism objects, public places, cultural and art shows, hotel accommodation, transportation, shopping centers and other famous heritage places around Surakarta.

3. Showing the map of Surakarta. Besides giving information, the writer showed the map of Surakarta. The writer explained to the tourists about the locations of the tourist destinations and how to go there.

4. Answering the questions from the tourists. When the tourists have problems or questions about tourism around Surakarta, the writer gave explanation by answering the tourists’ questions.

5. Making a list of the tourists who visited DISBUDPAR.
6. Accepting and submitting incoming letters, proposals and invitations to DISBUDPAR.

7. Handling telephone calls. The writer should know telephone calls and answer public’s questions related to DISBUDPAR Surakarta. In handling incoming calls, the writer had to know the extension number of each division. The important things that should be done to create good image is answering incoming call as soon as possible and greeting them kindly.

8. Making newspaper clipping containing recent issues about the institution.

9. Documenting meetings in the office, including taking photographs.

During job training the writer not only did the job as receptionist, the writer also helped the Administration Department make report. The writer also contributed and participated as an officer in events held by DISBUDPAR.
D. The Roles of TIC as a Public Relations Officer in DISBUDPAR Surakarta

TIC is a center of information for tourists, especially foreign tourists. The role of TIC is to serve the tourists to get useful information. It is also one stop information service for tourists. It means that TIC provides all information needed by tourists.

It is also the department handling Public Relations affairs of DISBUDPAR Surakarta, because there is no specific division within it. It has a function to communicate with its public.

The roles of TIC as a Public Relations division are as follows:

a. Communication Technician

As a communication technician, PRO deals with media relations covering direct, written, and audio-visual communication. In DISBUDPAR Surakarta, all written and audiovisual communications such as newsletter, booklet, flyers, and poster are created by Division of Promotion and Tourism Information. In this publicity space process, TIC has a role to ensure that publicity is done well such as, distributing, communicating, and delivering the information to the internal guests, tourists, and community.

b. Communication Facilitator

As a communication facilitator, TIC has two roles both for the institution (as an institution representative) and for the guests (as an information
provider). In particular situation, usually at the weekend or day off, when the institution could not be present in an occasion or handle problem to deal with the publics directly, TIC plays a role as the representative of the institution in facilitating the institution to communicate with publics involved. Meanwhile, TIC also plays a role as information provider to the guests in getting all the information and solution they need. That is the reason why TIC has to keep the staff well informed about the Solo City and its surrounding (tourist attractions, accommodation, the events calendar and all about Solo tourism).

Besides the roles previously stated, TIC has to keep extending and maintaining the two way communications between the institutions and their guests. In extending two way communications, TIC does two efforts; doing Courtesy Call and encouraging guests to fill the guest comment forms.

By doing Courtesy Call, TIC makes a direct two way communications with the guests via phone. In handling the telephone communication, the TIC staff should know the telephone calls and answer public’s questions related to DISBUDPAR Surakarta. In handling incoming telephone calls, the staff had to know the extension number of each division. Therefore, the staff was able to make available calls between public and the divisions of DISBUDPAR Surakarta.

Encouraging the guests to fill the guest comment form is one of the efforts of TIC in facilitating the guests (especially foreign tourists) to
communicate their opinions, suggestions, and impressions about the management or tourism in the Solo that will be considered an evaluation.

From the activities above, it can be seen that TIC plays a role as a “bridge” which connects the institution to its public or the guests (especially foreign tourists) to the institution in order to extend the open communication between both sides.

c. Problem Solving Facilitator

Besides the important role in conducting effective communication, TIC plays role in solving the problems faced by the guests or tourists. TIC becomes a media for the guest to deliver their complaints, to get the solutions and to give suggestions in order to improve the performance of TIC.

The following are steps done by TIC in handling complaints:

1) Greeting
2) Offering helps
3) Listening to complaints carefully
4) Apologizing for the inconveniences
5) Cross checking the problems
6) Informing the related department if needed.
7) Ensuring the feedback from the guests about the problem-solving done by TIC staff or other related departments.
d. Public Relations Agent

Due to the high frequency of face to face interaction involving the TIC staff with the guests directly or indirectly, TIC has to be able to make a harmonious and beneficial relationship with the guests and communities. By extending the hospitably and professional services, TIC reflects the excellent images of the DISBUDPAR or TIC itself to the public.
E. The Problems In Playing The Roles of TIC as Public Relations Division at DISBUDPAR Surakarta Faced by TIC Staff and The Propose Solutions

a. Communication Technician

As a communication technician, TIC has a role to ensure that publicity has run well, such as distribution of the newsletter, booklet, flyers, and poster about Surakarta tourism. In this case, the problem was the limitation of the materials. TIC often runs out of brochure because of limited supply. Therefore, TIC staff could not give complete information to the tourists.

b. Communication Facilitator

As a communication facilitator, TIC has to maintain two-way communication and facilitate both institution and publics to have channels to communicate to each other. It has two-roles both for the Institution (as a representative) and for the guest (as information provider).

- As institution representative, there was a problem about misunderstanding between guests and the staff. Sometimes the staff of DISBUDPAR did not give clear and complete information to TIC’ staff, so the guests felt disappointed because they could not get the information they needed from the staff of TIC. The staff usually do not feel satisfied when they cannot give good services to the tourists.

- As an information provider, the problem is about lack of knowledge about Solo and its surroundings. The staff sometimes could not answer
the tourists’ questions about some places or events in Solo and they asked other employees of DISBUDPAR. It could make the tourists skeptical about the professionalism of the TIC staff.

c. Problem Solving Facilitator

As a problem solving facilitator, the problem is about limited language skill. The problem was that staffs of TIC often got problem concerning language because the tourists visiting TIC came from many countries with different languages. The problem was when the tourists were not able to speak in English. They were using their mother tongues such as Japanese, France, Spanish, and other foreign languages. It makes the communication did not run well between of the tourists and the staff.

d. Public Relations Agent

Due to the inexistence of Public Relations division, TIC has functions and responsibilities that are related with Public Relation affairs. In this case, the problem is that the number of TIC staff is limited and staff did not work as scheduled. TIC at DISBUDPAR Surakarta has three personnel working from 9.30 to 16.00 while, the guide book for tourists states that TIC at DISBUDPAR is open from 7.30 to 17.00. Tourists felt disappointed if they know that TIC office was already closed before the time scheduled in their guide book.
F. The solutions of Tourist Information Center (TIC) to improve service quality as Public Relations division at DISBUDPAR Surakarta

a. The Solution related to limited brochure supply

TIC at DISBUDPAR Surakarta needs to increase the supporting instruments of tourism information such as brochures and leaflets about tourism in Surakarta and its surrounding. By increasing the number of these instruments, the staff will not run out of the brochures or leaflets about Surakarta tourism and staff can give complete information to the tourists.

b. The Solution to problem about misunderstanding between guests and the staff.

To solve this problem, the staffs of DISBUDPAR Surakarta should make a note about instructions given so that the instruction explanation is more clearly understood by TIC staff. TIC staff should be able to create the same understanding in every given message. Moreover, the DISBUDPAR staffs should leave their phone number so that the guests can directly call the staff if the information explained is not clear enough.

c. The Solution to the lack of knowledge of the staffs.

To solve this problem, the staff should memorize the detail information of every brochure of Surakarta tourism and the events calendar. Moreover, the staff should find their own information by the internet and newspaper including the tourism objects, tourist attractions, the way to get there,
flight schedule, transportations, accommodation and all about tourism in Solo. Therefore, clear and correct explanation will make tourists more interested to Solo tourist attraction.

d. The Solution to problem with limited language skill.

To solve the problem related to the limited language skill, DISBUDPAR Surakarta should give supplementary foreign language courses to every staff. TIC staff should improve the foreign language skills especially Japanese or France by taking foreign language courses in order to solve the problem when the staffs have to transfer the information to the tourists who are not able to speak in English.

e. The solution to the limited number of TIC staff and working time

To solve this problem, DISBUDPAR Surakarta should recruit new staff, especially those who are discipline. Besides, DISBUDPAR should give sanctions or penalties to TIC’s staff who come late and who do not work as scheduled.