CHAPTER IV

CONCLUSION AND SUGGESTION

A. Conclusion

From the explanation in the previous chapter, the writer can draw the following conclusion:

1. The roles of TIC as Public Relations division at DISBUDPAR Surakarta, are as follows:

1. Communication Technician

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.

2. Communication Facilitator

As a communication facilitator, TIC has two roles both for the Institution (as institution representative) and for the guest (as an information provider). It means that TIC plays a role as a “bridge” which connects the institution with its public or the guests (especially foreign tourists) to the institution in order to extend the open communication between both sides.

3. Problem Solving Facilitator

TIC becomes a media for the guest and tourist to deliver their complaints.

The following are steps done by TIC in handling the 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.

4. Public Relations Agent

TIC maintains the harmonious and beneficial relationship between the institution and public or guests. By extending the hospitably and professional services, TIC reflects the excellent images of DISBUDPAR or TIC itself to the public.

2. In playing the roles of TIC as Public Relations Division at DISBUDPAR Surakarta encounter some problems, which are:

- Limited brochure supplied
- Misunderstanding between guest and staff
- Lack of knowledge of the staff
- Limited language skill
- The number of TIC staff is limited and did not work as scheduled
In order to overcome the problems encountered by TIC in playing the roles as Public Relations Division, DISBUDPAR Surakarta needs to conduct the following efforts:

- Increasing the supporting instruments of tourism information such as brochures and leaflets about tourism in Surakarta and its surrounding.
- Creating the same understanding among all of the staff in every given message.
- Memorizing the detail information of every brochure of Surakarta tourism and the events calendar.
- Giving the supplementary foreign language courses to every staff.
- Recruiting new staff, especially those who are discipline
B. Suggestion

Based on the problems that have been discussed above, the writer has some suggestions for DISBUDPAR and the related partner. The suggestions are as follows:

1. To Dinas Kebudayaan dan Pariwisata (DISBUDPAR) Surakarta

_Dinas Kebudayaan dan Pariwisata (DISBUDPAR)_ should be more active in promoting tourism potentials in Solo. This has to do with the human resources. Therefore, _DISBUDPAR_ Surakarta has to be more concerned about the importance of Tourist Information Center (TIC) in order to recruit the staff of TIC. Only applicants with excellent competencies are hired to improve and maintain the quality of the staffs and _DISBUDPAR / TIC_ itself.

2. To Tourist Information Center (TIC) Staffs

TIC staff should be capable of giving complete information for the tourists. By giving clear and correct explanation it is expected that tourists will be more interested in visiting Solo tourist attractions. Additionally, it is an essential thing for a professional TIC staff to master more than one foreign languages, give good services, and also have broad knowledge about tourism in Solo.