CHAPTER III

INTERNSHIP ACTIVITIES

A. The Internship Activities in Mangkunegaran Palace

I did the internship for two months at Mangkunegaran Palace. I did as intern in a group consisting of three members. I started to have the internship from January 1st until February 29th 2016. My Internship activities were to create website as the promotion of Mangkunegaran Palace to increase the number of foreign tourists. It aimed the website to give the information to the foreign tourist about the palace inside in English.

I have done several activities in making the website that I did during internship at Mangkunegaran Palace. The activities were:

1. Doing observation in Mangkunegaran Palace

In the first and second week, in order to making website I and my friends had to make observation in the palace. I and my friends joined in class activity, we listened to Mr Joko as our supervisor and got the material from him. Firstly, as the interns, we were given the material about Mangkunegaran Palace such as the history, objects of the palace, events in the Palace, and activities provided at Mangkunegaran Palace. In addition, we were also given book by Mr. Joko additional information and it also could be our materials observation. In my observation at the class, I got the knowledge and additional information about architecture of the palace, carriage collections, library, and also got information
about events which were held in Mangkunegaran Palace such as *Kirab 1 suro, Tingalaan Wiyosan Jumenengan, Tedhak Sinten,* dan *Halal Bihalal.*

In the third week, as the intern in Mangkunegaran Palace, I had to follow the role of the Palace. Firstly, I had a guiding class. I had to be guide although my task was doing observation in order to support of making website, because of being guide was the role from Mangkunegaran Palace. In addition, as a guide was one of the ways that I had chosen as my observation to have interaction with foreign tourist directly. After giving material at guiding class, I had to have escorting activity to know how to be a great guide and I knew about all things inside of Mangkunegaran Palace. I always brought books to write down the interesting objects during having escorting in order to support my materials observation of making for the content of the website. I got some information when I was escorting like the explanation about the *museum* (*ndalem ageng*), *gamelan performance,* and *dance performance* which will I write for my website’s content.

In the Fourth week, I was asked by Mr. Joko to start guiding activity. The first occasion, I handled a couple of Holland tourists. When I handled a couple of the Netherlands tourists, I used proper formal English because they spoke English well. During doing guide activity, I made observation by asking the tourists, for example: “what is the most interesting of Mangkunegaran Palace so you want to visit this Palace?” and they answered that they like history, the architecture, and carriage collections at Mangkunegaran Palace. I could conclude from interaction with some tourist that I could know about the things which should I promote.
So, after I did observation in the palace, I got four objects that I was going to promote such as Gamelan performance, Dance performance, Rekso Pustoko library, and Kirab 1 Suro.

2. Writing the promotional text for the content of the website

After doing observation, I and my friends started to discuss about all of we got in our observation at Mangkunegaran Palace, and I got information about Gamelan performance, dance performance, Rekso pustoko library, and Kirab 1 suro as the interesting objects of Mangkunegaran Palace, the materials which I collected based on my observation during the internship. In addition, I also collected the materials from Mangkunegaran staff and also read books about Mangkunegaran Palace to add the materials which I would put in my content.

After the materials were collected, I started to make the content in Indonesia firstly and then I translated it to English for example “kamu bisa bergabung dan jadi seorang penari juga!” I translated to “you can join and be a dancer too!” when I translated, I discussed with my friend to make a good translation for text of the website. I also used Cambridge and Oxford dictionary as my references. After my translation was done, I consulted with my supervisor to be a good text of the website. After he corrects my translation he gave me the revision. Here one of the revision of my supervisor “Do you know the cultural events annually hold in java?” because I used Did in my translation.

After my promotional text was done, I show it to Mangkunegaran staff to know that my promotional text was good to be uploaded in the website.
3. Making and designing Website

After finishing collecting and preparing the content which we will upload to website, I and my friends started to make website. Firstly, we discussed about the name which will be used to support the website. We agreed to use **mangkunegaranplace.simplesite.com** as the name of our website. Then, I and My friends discussed to design the website, we started making a designed *layout*, *font*, *background color*, *position logo*, and put some *pictures* about the palace. After it, we divided the website in 7 menu which it is *home*, *attractions*, *royal lunch and dinner*, *classes*, *contact us*, *about*, and *gallery*. Then, we started to upload of the text and I put four texts that I made into the *attraction* menu.

From that activity, the results of these activities were the design of the layout on the website and English texts had been uploaded in website then the website was ready to be visited

4. Promoting the website

Before I and My friend started to promote the website, we did presentation to the Mangkunegaran staff firstly. We did presentation about our website and the purpose of making the website. Finally, they were agreed and the website was already to be promoted.

To promote the website, we used some social media such as Facebook, Twitter, and Instagram to spread out the website and will can be seen by the public, so they were be expected to come to Mangkunegaran Palace. Our purpose is to promote website Mangkunegaran Palace to foreign tourist because we
created the website in English version. Then I cooperated with some travel agents because the travel agent was one of the rental places which are often visited by foreign tourist. I did the presentation to the *Pitoe Tour* travel agent to introduce the English website of Mangkunegaran Palace, I also do promote by making brochure containing summarize of the article that we made. I put the name of website into the brochure and we gave it to the *Pitoe Tour* travel agent.

**B. Problems and Solutions during internship**

Doing the internship at Mangkunegaran Palace, I was one of the interns that had duty to promote Mangkunegaran Palace in increasing the number of foreign tourist through website. I had to adapt to a new atmosphere and different responsibility from student life to working life. I faced several problems. The problems are:

1. **Problem and solution in observation**

   During I did internship program at Mangkunegaran Palace, I did observation to get the data to support my written text and uploaded it to website. Therefore, I had to look for the data which I needed during a month. During the observation, I had difficulties in collecting the data which was proper to be promoted because I was confused in arranging the information which was interest and needed to promote Mangkunegaran Palace to public by using website.

   So, the solution was I learned about the marketing tourism by using social media and discussed with Mangkunegaran staff in order to get the valid data to be uploaded into website containing the interesting information about
Mangkunegaran Palace. One of the information that I lifted was about the cultural dance which is held every Wednesday and Saturday at Mangkunegaran palace. Therefore, I tried to process the data about cultural dance as well as possible to attract the visitors both local tourist and foreign tourist.

2. Problem and solution in writing promotional text

During writing text into the website, I had difficulties to write the texts which were simple and interesting to be read in website. Beside I also got some problems to translate the written from Indonesia to English language.

So, the solution was I discussed with my friend during the internship to get a good writing and delivery for upload into website. I discussed about my writing text and the material of the text with my friend who was expert of English and marketing during the internship, I also used the Cambridge and Oxford dictionary as my references.

3. Problem and solution in making and design website

In designing the website I found difficulties with the website creation process, because this is my first experience to create a website. My lack of knowledge about the making of the web, this was because the material web creation I had ever learned. I did not master the programming language and how to design well.

Therefore, in making this website I asked for help from a friend who is an expert in the field of Information Technology especially in making the web and I
also look for references on the internet. Learning to create a website is very important. Furthermore, I can learn and ask about how the creation of websites in general so I also get a bit of knowledge.

4. **Problem and solution in promoting website**

In promoting website, I got a problem. The problem was I had less time to spread out and inform the website to public. The cause was our website was still new and recently published on the internet, so there were still a little of people who know about our website. Therefore, I needed a long time to present our website to public.

So, the solution was I used the social media to promote my website. I and My friends used social media such as Facebook, Line, Instagram and brochure that I have given to travel agent to help spread the website to public. The point was to take time to introduce my website so can be known by the people whether it is from people talking, brochure, or social media.