Chapter 2

The Department of Tourism, Culture, Youth and Sports of Pacitan Regency

This chapter talks about the general information of the Department of Tourism, Culture, Youth and Sports of Pacitan Regency (Disbudparpora) as the institution where the writer conducted the internship program. The information consists of the short profile of the institution, its vision and missions, its management of organization, promotion division, etc.

Short Profile of Disbudparpora

The Department of Tourism, Culture, Youth and Sports of Pacitan Regency is an official department located at Jl. W.R Supratman 20A, Pacitan, East Java, Indonesia. It has some divisions to handle some duties which are given by the head of Disbudparpora. There is also Promotion Division which has duties to promote the tourism objects in Pacitan by making leaflets (offline) or uploading articles on the official web of Disbudparpora namely “pacitantourism.net”.

Vision and Missions

A. Vision

- Creating an environment-friendly tourism which has conservation awareness of nature, local culture, religious values, youth power and sport achievement as the cornerstone.

B. Missions

- Improving the quality of public service.
- Performing an optimal management of local arts and cultures, tradition values, historical sites, and ancient environment.
- Enhancing the creativity and the optimum participation of young generation to develop local tourism
- Conducting the development and education programs to improve the sport achievement.
- Introducing and exposing the tourist object and attraction potentials including the aspects of cultures, youth creativity and sport tourism
- Improving environment-friendly tourism objects and attractions based on eco-tourism to enhance the economic development of the society.
The Department of Tourism, Culture, Youth and Sports of Pacitan Regency has some divisions in it. They are Culture Division, Tourism Division, Youth Division, Sport Division and Promotion Division led by the Head of the official government agency responsible for The Regent of Pacitan through the district secretary.

The Department of Tourism, Culture, Youth and Sports of Pacitan Regency consists of the Head of Disbudparpora, Officials, Culture Division, Tourism Development Division, Promotion Division, Youth Division, Sport Division, Technical Servicing Unit of Disbudparpora in cave tourism objects and hot spring management, Technical Servicing Unit of Dibudparpora of beach tourism objects.

**Management of Disbudparpora**

The Head of Disbudparpora is Ir. H.Wasi Prayitno.M.sc.

A. The Head of Secretariat is Drs. Djoko Putro Purnomo, M.si
   - The Sub-section of General Affair and Manpower – Sugeng Irianto
   - The Sub-section of Program Evaluation, and Report – Muzazamah, S.Sos
   - The Sub-section of Treasury – Sulistiati, S.Sos

B. The Head of Culture Division is Drs. Tamami, MM
   - The Section of Arts, History and Traditional Values – R.Katno, S.Sos, MM
   - The Section of Museum and Archaeology – Basuki

C. The Head of Tourism Development Division is Dra. Efi Ifitita Msi
   - The Section of Tourism Object and Tourism Attraction – Krido Dewandoyo SP.MM
   - The Section of Services and Facilities – Sarno Utomo, S.Sos
   - The Section of Social Empowerment Development – Toto Dedy Suswanto, SH

D. The Head of Promotion Division is Budi Hartoko, SPd, Msi
   - The Section of Marketing – Hurip Sapto Wibowo
   - The Section of Information and Market Analysis – Bambang Sucahyo, S.Sn, MM

E. Head of Youth Division is Supitoyo, SPd, M Si
   - The Section of Youth Productivity – Bambang Sudarsono, S.Pd
   - The Section of Youth Organization – T. Edy Waluyo, S.Sos

F. The Head of Sport Division is Wuriyanto, S.Pd, MSc
   - The Section of Sports – Setyowati, SE
- The Section of Sport Achievement Training and Organization – Supinah, S.Sos, MM

G. The Head of Technical Servicing Unit of Cave and Hot Water Spring Tourism Objects Management is Tugrianto, S.Sos, M.Sc.

H. The Head of Technical Servicing Unit of Beach Tourism Objects Management is Pamuji, S.Sos
Promotion Division

Promotion Division is the only division which promotes the tourism objects in Pacitan. Promotion Division has some duties to do related to marketing, information and analysis given by The Department of Tourism, Culture, Youth and Sports of Pacitan Regency. It is led by Budi Hartoko, S.Pd, Msi. Besides, Promotion Division consists of two sections. They are Marketing Department led by Hurip Sapto Wibowo and The Information and Market Department Analysis led by Bambang Sucahyo, S.Sa, MM.

A. The Functions of Promotion Division

- to train and develop the promotion and Exhibition of culture tourism
- to train and develop the promotion of the potential culture and tourism, youth, sports as tourism packages
- to train and be the center of marketing information of culture and tourism potentials, and to develop the youth’s talent and sports
- to develop the youth’s creativity, talent and skills in the field of marketing the culture and tourism potentials and
- to make the evaluation and reports of the Promotion Division.

B. Promotion Division Consists of:

- The Marketing Department
- The Information and Market Analysis Department

Each section is led by a head of the section responsible for the supervisory of Promotion Division.

a. The Duties of Marketing Department

- Collecting and arranging some materials for training, promotion development, culture potentials and tourism exhibition
- Preparing some materials to develop the facilities of promotion potential related to culture, tourism, young generation and sport in a piece of slides, films, clip videos, electronic media, news, magazines, posters, leaflets, booklets, banners, etc.
- Holding promotion, road shows, talk shows, culture and tourism exhibition and other potentials that can develop some activities related to tourism marketing of each district.
- Monitoring, evaluating and arranging activities report related to promotion, exhibitions and marketing
- Conducting other duties given by the head of Promotion Division based on the duty and its function.

b. The Duties of Information and Market Analysis
- Collecting and arranging materials related to the informations of culture and tourism potention and the data of tourism market of districts.
- Processing and spreading information related to culture and tourism potention through media and electroics.
- Holding activities and coorporation with Information Tourist Center, Public Relations and Tourism Marketing.
- Collecting and arranging materials related to market analysis as the feedback of information, promotion and marketing and preparing market segment which is prospective for district tourism.
- Monitoring, evaluating and arranging activity reports related to information and market analysis.
- Doing other activities given by the supervisor of Promotion Division based on the duty and its functions.

The Digital Facilities

A. Computer
In doing the internship, the writer was supported by a computer. It is useful to promote tourism objects of Pacitan and design the leaflet. In making the leaflet, the writer used CorelDraw X6 as a program that helped the writer design the leaflet. Besides, the writer also wrote some articles to promote everything related to Pacitan. These articles have been uploaded on the official website of The Department of Tourism, Culture, Youth and Sports of Pacitan Regency namely “pacitantourism.net”

B. GoPacitan Application
GoPacitan Application is an official application owned by The Department of Tourism, Culture, Youth and Sports of Pacitan Regency to promote tourism objects, traditional food, and souvenirs in Pacitan. This application can be easily downloaded on GooglePlay Store. Nowadays, most
people use android that is completed with GooglePlay Store. All the information on GoPacitan application is from articles which have been uploaded and written by one of the staff working in Promotion Division as one of marketing efforts. By using this GoPacitan application, people will efficiently search information about Pacitan without having to go to the official website of the Department of Tourism, Culture, Youth and Sports of Pacitan Regency namely “pacitantourism.net” because all the information on the official website will be automatically able to be seen on GoPacitan application.

The Planning of Disbudparpora

In developing Pacitan Tourism, the Department of Tourism, Culture, Youth and Sports of Pacitan Regency has some planning programs. Some of them are promoting Pacitan Tourism on GoPacitan application (online) and making leaflets (offline). The department aims at familiarizing tourism objects in Pacitan to be the reason why international tourists visit Pacitan to be their favorite destinations. Therefore, the department observes and exposes some unrecognized potential places in Pacitan to be promoted to international tourists as tourist attractions. It is to implement the planning programs. Once international tourists choose tourism objects in Pacitan to visit, it, thus, will increase the income of Pacitan.

A Regular Event in Pacitan

Pacitan has an annual event which is held annually to commemorate the anniversary of Pacitan on February 19th called The Parade of Pacitan’s Anniversary. The anniversary of Pacitan is conducted for a month with some pre-events before the peak event such as row competition, badminton competition, a great Islamic recitation, pilgrimage to the grave of heroes, music shows, Aerobic festival in Klayar Beach, etc. This event, Pacitan Anniversary, is one of tourism attractions that potentially attracts international tourists. There is Kirab, a Javanese ritual procession in the form of parade, led by the Regent. In the kirab, the Regent joins the parade to get around Pacitan City by Dokar, an Indonesian traditional vehicle which is pulled by a horse to run. This activity usually starts at 07.00 a.m. and it is a massive parade to watch. At night, there are usually some events such as music concert, Javanese Puppet show and the town square of Pacitan is usually crowded by people who are watching fireworks at 9.00 p.m.