CHAPTER 1. INTRODUCTION

1.1. Background

As the world's 14th largest country in the terms of land area and the 7th largest in the terms of combined sea and land area, Indonesia is an exotic country that is rich and lives by the diversity in terms of culture, ethnicities and language.

This diversity becomes an opportunity for Indonesia in developing the tourism sector, which generates most of the foreign exchange in the country (Supriyatama and Wesnawa, 2019). So, it is necessary to provide a business entity. It is a Tour and Travel Agency that aims to explore and develop the potential of Indonesia's tourism.

Tour and Travel Agency is a business entity that provides a complete service to someone who wants to make a trip or traveling. It is a company that earns revenue and profits by offering and selling products and services provided to tourists/customers. Usually, the services that would be given by Tour and Travel Agency are included tour component such as transportation, accommodation, consumption, tour package offered, payment procedure, etc. One of the Tour and Travel Agencies which can help the customer to get their travelling successfully is Kusuma Tour and Travel.

Kusuma Indah Tour and Travel is one of Tour and Travel Agency in Situbondo, East java. Located at JL Santana number 06 Patokan, Situbondo regency, Kusuma Indah Tour and Travel has been established since 2014 until now. So, Kusuma Indah Tour and Travel has a lot of experience in tourism world at least for five years. Kusuma Indah Tour and Travel also gives the best service and price for their product and professionally be a trusted Tour and Travel Agency in East Java.

The management of Kusuma Indah Tour and Travel is divided into 3 divisions. They are General Affair Division, Marketing Division and Operational Division. General Affair Division consists of Accounting staff and Finance staff. Marketing Division consist of sales executive and Tour quotation and Tour
Planner staff. Then, Operational division consists of tour preparation staff and tour operational staff.

Working as the Tour Operational Staff gave the chances for the writer to apply the skills which has been gotten from Politeknik Negeri Jember in Language, Communication, and Tourism department. In Tour Operational Subdivision, the writer learned on how to guide the clients according to the itinerary during the tour activity.

1.2. Objective

There are several objectives of The Internship Program at Kusuma Indah Tour and Travel, which are divided into General Objectives and Specific Objectives. They are:

1.2.1. General Objectives

In general, the purpose of the Internship Program is to apply the theory which has been given by Politeknik Negeri Jember in Language, Communication, and Tourism Department as a way of improving student’s knowledge, specific skills which cannot be earned inside classroom environment, and also work experience.

1.2.2. Specific Objectives

The specific objectives of The Internship Program are as follows:

1.) To apply specific skills and knowledge obtained about (Pengelolaan Biro Perjalanan), English for Tour and Travel, Public Speaking, and Public Relation in an actual work environment.

2.) To Increase the opportunities for students to enrich their skills and knowledge, which is necessary in the future to thrive in a work environment.

3.) To increase the student’s knowledge of the labor’s attitude in developing and implementing techniques.
1.3. Significances

The significances of the Internship Program are as follows:

1.3.1. For the writer

The Internship Program facilitated the writer to get new experience and new knowledge especially in workplaces environment about the duty of an employee in Tour and Travel Agency. It included the problems that happened in the field of work environment and the way in solving the problems.

1.3.2. For English Study Program

The internship program could facilitate the good relationship between Politeknik Negeri Jember especially for Language, Communication and Tourism Department with Kusuma Indah Tour and Travel. The English Study Program provides some trainees for Kusuma Indah Tour and Travel who helped the employee to do their job while Kusuma Indah Tour and Travel provides the English Study Program with the information of competence that may needed for the trainees.

1.3.3. For Students of English Study Program

The Internship Program which was conducted at Kusuma Indah Tour and Travel could be used be by the students of English Study Program as reference to conduct an Internship Program in the future.

1.3.4. For Kusuma Indah Tour and Travel

The Internship Program which was conducted at Kusuma Indah Tour and Travel could be beneficial for Kusuma Indah Tour and Travel. The most important benefit is that Kusuma Indah Tour and Travel could share their knowledge and expertise in tourism world to the trainees and it will enable the trainees to do any kinds of jobs and tasks there, thus improving the productivity of Kusuma Indah Tour and Travel.
1.4. Location and Duration of the Internship Program

The internship program was conducted at Kusuma Indah Tour and Travel that located at Santana Street Number 06 Patokan, Situbondo Regency. The internship program was conducted from 4th of February up to 4th of April, 2019 or as long as 384 hours.