

CHAPTER 1 INTRODUCTION

1.1 Background

It belonged from Utama (2020), Some professions or jobs, someone who improves skills and abilities will be highly valued and become one of the conditions for many companies. One of them becomes someone who is dynamic, constantly evolving, and adapting to the growth of the field. Politeknik Negeri Jember, is one of the colleges that promote it. In today's the business world, Politeknik Negeri Jember prepares several competent fields so that students can work in all types of companies. Politeknik Negeri Jember create a program that must be done by a student prior to graduation, the program is Internship Program (PKL).

According to Sukanti (2005), The Internship Program (PKL) is a student activity directly in professional work activities in an company or institution within a certain period of time in accordance with the curriculum. PKL is an activity that must be done for all students of English Study Program, Politeknik Negeri Jember with a period of time up to three months. We should choose a place that can be used to apply the skills and knowledge that has been gained during the lecture at English Study Program. A place that can be chosen as the place for conducting internship program is a travel agent.

It belonged from Sinarwulan (2020), Tour and Travel Agency is a business entity that provides a complete service to someone who wants to make a trip or traveling. A company earns revenue and profits by offering and selling products and services provided to tourists/customers. Usually, the services that would give 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 Agency, which can help the customer to get their travelling successfully, is Nuansa Tour & Travel.

Nuansa Tour & Travel is one of Tour and Travel Agency in Jember, East Java. It is located at Jl. Karimata No.58, Gumuk Kerang, Summersari, Kec. Summersari Jember regency. NuansaTour has been establish since 2003 until

now. So, Nuansa Tour & Travel has a lot of experience in tourism world at least for seventeen years. Nuansa Tour & Travel also gives the best service and price for their product and professionally be a trusted tour and travel agency in East Java.. in Tour Marketing division, the writer learned how to promote tourism in East Java, promoted Nuansa Tour & Travel, and learned about arranging appropriate tour itinerary. The reason the writer chose Nuansa Tour and Travel was because it has a lot of experience in tourism business at least for seventeen years and also gives the best service and price for their product and professionally as well as be a trusted tour and travel agency in East Java. By conducting internship program at Nuansa Tour & Travel, the writer could apply and provide her skills and knowledge that achieved at English Study Program.

1.2 Objectives

There were several objectives in conducting Internship Program at Nuansa Tour & Travel, those were:

- a. To increase the ability, competencies and work experiences for the writer which has been got from Language, Communication, and Tourism Department at the workplace.
- b. To improve and apply the writer's skill and competency that have been learned in Language, Communication and Tourism Department dealing with some subjects such as *Pengelolaan Biro Perjalanan*, English for Secretary, Public Speaking and Public Relation in the real workplace.
- c. To increase the understanding of workplace behavior in conducting internship program Language, Communication and Tourism Department.
- d. To train the students dealing to be discipline, responsible, creative, innovative and competent worker in the real workplace.

1.3 Significances

Those were several significances of conducting internship program at Nuansa Tour & Travel

- a. For the Writer

By conducting the Internship Program, the writer got new experiences in the real job

as well as the writer are able to apply skills and competencies from college into the working place.

b. For the Students of English Study Program

By conducting this Internship Program, it will be reference for the next students of English Study Program who want to take the same internship program in Nuansa Tour & Travel

c. For Language, Communication and Tourism Department

By conducting the internship program, the Language, Communication and Tourism Department will be able to establish good cooperation with Nuansa Tour & Travel.

1.4 Location and duration of internship program

1.4.1 Location of internship program

This internship program had conducted in Nuansa Tour & Travel which located at Jalan Karimata No. 58, Jember post code 68121. The telephone number is (0331) 326666.

1.4.2 Duration of internship program

The writer conducted the internship program for about 384 hours or 50 days of active work. Starting from 12th February 2019 until 11st April 2019.