SUMMARY

The Activities of Being Marketing Divison Staff at D'Safier Tour and Travel Jember, Putri Wahyu Panca Wardani, NIM. F31151685, Year 2021, 18 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Fitri Wijayanti, S.Pd, M.Pd (Supervisor) and Dimas Nurrahman Pratama (External Supervisor)

Internship Program becomes one of requirements for graduating from Politeknik Negeri Jember. Besides, Internship Program is conducted to increase soft skill and hard skill of the students. Therefore, after graduating the students could have a good provision to enter the real workplace. As the student of Language, Communication and Tourism Department, the writer decided to choose a tour and travel agency at Jember City that is D'Safier Tour and Travel. The writer believed that D'Safier Tour and Travel is proper place to conduct the Internship Program because it could help the writer to learn and improve the skill and knowledge that had been learned from college.

The Internship Program had been conducted for three months in D'Safier Tour and Travel Jember. It was started from 5th March 2018 up to 19th May 2018. In conducting the Internship Program at D'Safier Tour and Travel, the writer was assigned in marketing division. As the marketing staff, the writer had some responsibilities such as making tour itinerary, handling trip reservation, designing the marketing tools (banner, brochure, flyer, etc) and making sure that the preparation for the trip was complete and ready to go. All the activities were really beneficial for the writer because the writer could learn and improve the writer's skill and knowledge.

Therefore, having conducted the Internship Program at D'Safier Tour and Travel Jember, the writer got a lot of experiences which is very beneficial as a provision to enter the workplace. It means that it will help the writer should not be shocked when facing the environment of workplace later.