

CHAPTER 1. INTRODUCTION

1.1 Background

Internship program is one of requirements for the students of Politeknik Negeri Jember to complete their education. According to Furco (1996) internships are defined as programs engaging students in service activities primarily for the purpose of providing them with hands-on experience that enhances their learning or understanding of issues relevant to a particular area of study. Internship program allow the students to know the requirement and situation in the real workplace. Through this activities, the students can apply their skills and knowledge they got from lecturing and practicing class. Internship program conducted in the sixth semester of the three years of diploma program.

English Study Program of Politeknik Negeri Jember teaches the students two categories competencies. Those are English for General Purpose and English for Specific Purpose. English for General Purpose are writing, reading, speaking, and listening. While English for special purpose are English for Secretary, English for Agrotourism, Public Speaking, Public Relation, and English for Tour and Travel. Those are the subjects given by lecturer which are needed by students as the foundation and guidance in doing internship program. Those subjects also given by 60% Practicum class and 40% lecturing class because Politeknik Negeri Jember is Vocational based university.

Governmental institution is a suitable place to conduct an internship program. McMahan and Quinn (1995) stated that internships are supervised work experiences whereby students leave their institutions and get engaged in work related programmes, during which period they are closely supervised by experienced job incumbents. Therefore, I decide to conduct internship program at Culture and Tourism Department of East Java Province in Surabaya, the capital city of East Java because there was many experienced job incumbents who able to supervised an intern. That department is an appropriate place to do internship program especially for the students of English study program. Because this department has responsibility to develop, manage, and promote the tourist attraction in East Java. East Java has potential in

tourism sector, some of the primary destinations in east java are Mount Bromo, Ijen Crater, Klayar Beach, Bull race in Madura and many more. Nowadays, East Java Culture and Tourism Department are promoting tourist attraction not only in their own country but also to the foreign country like Singapore and China. It also has an annual agenda to promote the tourist attraction such as MTF (Majapahit Travel Fair), Passenger Exit Survey, and Direct Promotion. This could be an opportunity for English Study Program students to conduct an internship program in East Java Culture and Tourism Department. They could apply their skills and knowledge at that department.

Based on explanation above I chose Culture and Tourism Department of East Java Province as my internship program place. By conducting the internship program at this department, I could apply my skills and knowledge that I got during studying at English Study Program.

1.2 Objectives

The objectives of conducting the internship program at Culture and Tourism Department of East Java Province are as follows:

1. To apply the English skills and knowledge I got from English Study Program
2. To get new experiences and knowledge that I did not get during my study at my college.

1.3 Significances

Below are several significances of conducting the internship program:

1.3.1 For writer

This internship program helped the writer to get new experiences and knowledge about how to promote and develop tourism objects especially in East Java.

1.3.2 For Politeknik Negeri Jember

Internship program can built mutual relationship between Politeknik Negeri Jember with governmental institution especially for Culture and Tourism Department of East Java Province.

1.3.3 For Culture and Tourism Department of East Java Province

Conducting the internship program at this department gave some benefits to the department itself because during the internship program, the students can help the staffs of the department to do their duties.

1.4 Place and Time of Internship Program

This internship program was done at Culture and Tourism Department of East Java Province. This deptment is located on Wisata Menggal Street Surabaya Regency, East Java. This internship program was conducted from March 1st up to May 31st of 2016 or as long as 521 hours. The working hours were 9 hours. It was started from 7:00 a.m. up to 4:00 p.m. Depends on the day or activity.