

CHAPTER 1. INTRODUCTION

1.1 Background

Internship program is a practical work which has to be taken at the last semester. This activity was conducted at sixth semester with a period for 512 hours. The Intership Program trained the students to face the real job in a workplace. What student got from Politeknik Negeri Jember especially in English Study Program, could be applied in real workplace such as hotel, airport, travel agent, english course, and tourism department. In this internship program, the writer choose Culture and Tourism Department of Probolinggo Regency as practical work.

Culture and Tourism Department of Probolinggo Regency is one of Probolinggo regency departments that manage the tourism object in that regency. Culture and Tourism Department was located at Jalan Panglima Sudirman No.1 Dringu - Probolinggo Regency. This department had an important role to develop and enormous responsibility in managing tourism object in Probolinggo. They promoted the tourism object to attract and develop tourism object in Probolinggo and they developed the culture that available in Probolinggo Regency.

Culture and Tourism Department of Probolinggo Regency divided into 2 division, those are Culture division and Tourism division. In this internship program the writer did his job in tourism division. Tourism division itself divided into 3 subdivision, those are service subdivision, promotion subdivision and object subdivision. In this internship program, the officer of Culture and Tourism Department of probolinggo wanted the writer to handling jobs in promotion subdivision.

Promotion division has responsible to promote and develop tourism object in Probolinggo Regency. They promote using booklet, guidebook, brocure and banner. And also they using internet to promote it.

Probolingo Regency has many kind of natural tourism object such as mountain, beach, lake, and waterfall. Probolinggo Regency also have created

tourism object that have good potential to visit. So, Tourism Department of Probolinggo Regency must develop it and introduce to citizen in Indonesia and also foreign country.

Finally, the writer chose Culture and Tourism Department of Probolinggo regency as a place to do his Internship Program. Culture and Tourism Department of Probolinggo Regency was one of department that has a good management in the tourism sector. So, the writer would apply his english and computer skill that he got in English Study Program into the real work place especially in making promotional media at Culture and Tourism Department of Probolinggo Regency.

1.2 Objectives

The objectives of conducting the internship program at Culture and Tourism Department of Probolinggo Regency were mentioned in the following lists:

1. To get new experience and new knowledge of working in the real workplace especially in marketing division.
2. To apply my English skill that I got in English Study Program.
3. To increase my discipline in daily activity especially in real work place

1.3 Significances

Below the significances of conducting the Internship Program

1.3.1 For Politeknik Negeri Jember

By doing this Internship Program, it will make a better relationship between State Polytechnic of Jember with Culture and Tourism Department of Probolinggo Regency.

1.3.2 For Culture and Tourism Department of Probolinggo Regency

The Culture and Tourism Department received many benefits from this program. The writer helped Culture and Tourism Department make promotional media for tourism in Probolinggo Regency. The student was an

assistant that helped the staff in completing their job in Culture and Tourism Department of Probolinggo Regency.

1.3.3 For writers

This Internship Program helped the writer to get new experience and new knowledge to work in Culture and Tourism Department especially in marketing division.

1.4 Location and Time of the Internship Program

This Internship Program was done at Culture and Tourism Department of Probolinggo Regency, at Jalan Panglima Sudirman No1 Dringu, Probolinggo Regency, East Java. This Internship Program was conducted from February 29th to May29th, 2016 for 512 hours. The working hours were 9 hours or 10 hours (07.00-16.00)