

CHAPTER 1. INTRODUCTION

1.1 Background

East Java is one of the provinces in Indonesia which attract many tourists for East Java has famous cities with great potentials, such as Batu, Banyuwangi and Jember. Jember is a city located in the eastern part of East Java. Many domestic and foreign tourists visit Jember because it's very famous with its fashion event, natural, and agro tourism. Tourists can enjoy the beauty of nature in Jember like Papuma and Watu Ulo beach. Tourism objects in Jember also vary. There is a tour called Lori Tour that invites tourists to enjoy the beauty of Jember using mini train. In addition, Jember has several agro tourism objects such as bobbin cigar and coffee and cocoa research center. In bobbin cigar, tourists can see the process of making cigars as well as buy it as a souvenir. In this place, various types and sizes of cigars are made and exhibited and most of them are exported. Whereas, in coffee and cocoa research center, the tourists can see and learn about the making process of coffee and cocoa while enjoying product of coffee and cocoa. They can also watch fashion events in the last few weeks of August, known as JFC (Jember Fashion Carnival). In the event, they can see various kinds of creative costumes.

Like other cities, Jember also has batik but it has different motives and designs. Jember Batik has a distinctive pattern, which is tobacco leaf. A famous producer of batik in Jember is batik rolla house which produces batik with patterns of coffee, chocolate, and dragon fruit. As a result, there are many tour operators and travel agents in Jember and they are very competitive to accommodate their customers like. One of the is Summer Holiday Tour, Travel and Entertainment. This travel agent offers some services for the tourists, such as selling online ticketing, booking hotel vouchers, and renting buses. Beside that, Summer Holiday Tour, Travel and Entertainment serve as a tourism agent that provides domestic and international tour packages.

I chose Summer Holiday Tour, Travel and Entertainment for conducting my Internship Program because it is located in Jember, a city which has a lot of tourism destination. Moreover, Jember has unique characteristics that may attract tourists' attention to come and it makes me want to know how to handle tour travel agent customers like Summer Holiday Tour, Travel and Entertainment do. Besides, by having Internship Program at Summer Holiday Tour, Travel and

Entertainment, I could apply my knowledge that I got from Politeknik Negeri Jember about English for Tour and Travel, *Pengelolaan Biro Perjalanan*, English for Correspondence and English for Hotel and Restaurant. They are the basic knowledge and the skills needed to run the activity at Summer Holiday Tour, Travel and Entertainment.

Summer Holiday Tour, Travel and Entertainment have two Division, they are Tour Division and Ticketing Division. Tour Division provides a variety of domestic and international tour packages while Ticketing Division provides domestic and international airline tickets.

The activities in Tour Division are arranging tour itinerary and booking hotel and restaurant. Meanwhile, the activities in Ticketing Division is doing the online flight ticket reservation, doing phone reservation, issuing tickets, handling telephone and filling and invoicing payment. By considering the knowledge and skill that I have, I chose online ticket reservations as my report of Internship Program.

1.2 Objectives

The objectives of conducting the Internship Program in are:

- a. To apply the skills and knowledge got from English Study Program especially English for Tour and Travel and *Pengelolaan Biro Perjalanan* into real working place.
- b. To get working experience in Summer Holiday Tour, Travel and Entertainment.

1.3 Significances

There were several significances of conducting the Internship Program:

1.3.1 for the writer:

The Internship Program helps the writer to apply and improve the knowledge and skill about jobs done by employees of a travel agent. Besides, the Internship Program also helps the writer to get real experience in the real work

place including the problems that might happen in the company and the way in solving the problems.

1.3.2 for English Study Program:

The Internship Program can improve the relationship between D3 English Study Program of Language, Communication and Tourism Department with Summer Holiday Tour, Travel and Entertainment.

1.3.3 for Summer Holiday Tour, Travel and Entertainment:

The Internship Program conducted in Summer Holiday Tour, Travel and Entertainment gave some benefits to Summer Holiday Tour, Travel and Entertainment since the trainee was able to help the employees to do their jobs.

1.4 Location and Time of the Internship Program

The Internship Program was conducted at Summer Holiday Tour, Travel and Entertainment that is located at Letjen Suprpto Street 17, Jember East java. The activity was started from 14th March up to 16th May 2016 or for 512 hours. The works duration was 9 to 8 hours and divided from Monday to Saturday (08.00 am - 05.00 pm) and (01.00 am - 09.00 pm). Meanwhile, the working duration was 6 hours on Sunday (08.00 am - 02.00 am).