

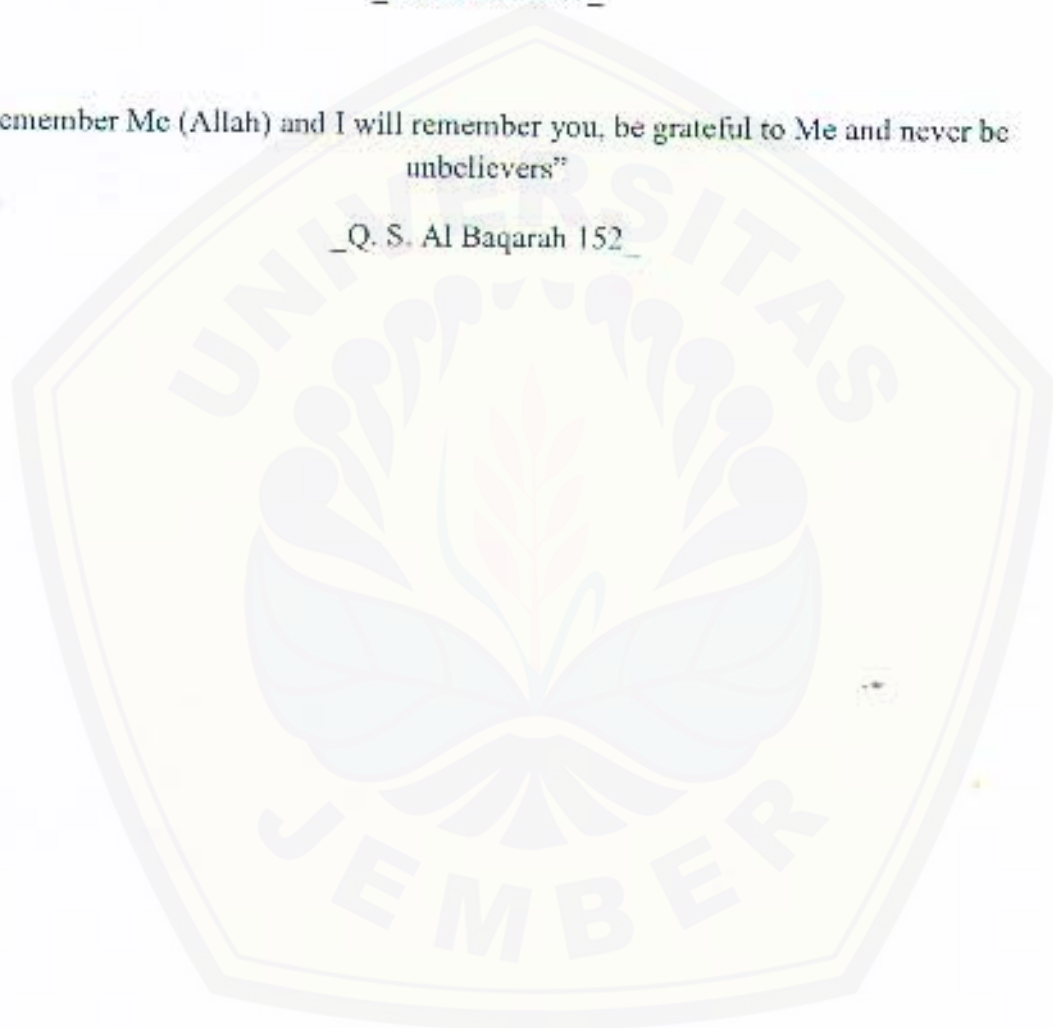
MOTTO

“A struggle to fight poverty is a struggle against drowsiness”

Milan Kundoro

“Remember Me (Allah) and I will remember you, be grateful to Me and never be unbelievers”

Q. S. Al Baqarah 152



DEDICATION

In the name of Allah, the most gracious and the most merciful, I would like to dedicate this report to the following people who have given me all I need, support, affection, and attention.

My beloved parents, H. Nur Ali and Hj. Luluk Muawiyah, no words can express my thanks. Your pray is the greatest power.

My dearest sisters, Citta Hayyu, Putri Brilian, and Dina Rosyida, hope we will give a priceless present to our beloved parents.

My close friends, Titik, Enggar, Dhea, Inuk, Nia and all friends in English Diploma III 2007, Astra and Astri, thanks for cheering me up along my days.

My Almamater, Faculty of Letters Jember University.

APPROVAL SHEET

The Report of the job training entitled *The Role Of Jember Tourism Office to Succeed Jember City Carnival (JCC) 2009* has been agreed on:

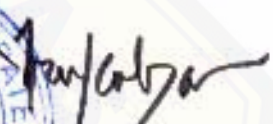
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Date : 08 January 2010

Place : Faculty of Letters

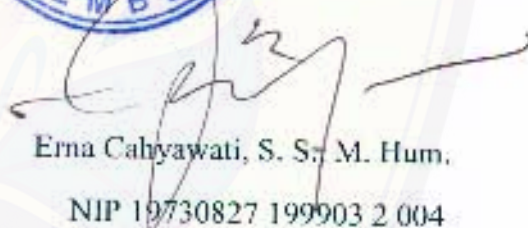
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PREFACE

I would like to thank God for all His mercies and blessings so this job training report entitled *The Role of Jember Tourism Office to Succeed Jember Carnival City (JCC) 2009* has been finished. This job training report is composed to fulfill one of the requirements to get Ahli Madya (A. Md.) degree of English Diploma III Program at Faculty of Letters, Jember University.

There are so many guidance and suggestions during composing this report of the job training. Therefore, gratitude is given to the following people:

1. Drs. Syamsul Anam, M. A., the Dean of Faculty of Letters, Jember University.
2. Drs. Wisasongko, M. A., the Head of English Diploma III Program, Faculty of Letters.
3. Dra. Meilia Adiana, M. Pd., the academic advisor who gives advice and guidance during studying in this faculty.
4. Erna Cahyawati, S.S., M. Hum., the advisor for invaluable time and meticulous attention to supervise the job training and the report.
5. Arief Tyahyono, S. E., the Head of Jember Tourism Office who had given the opportunity to do the job training in the office.
6. Judy Caryastyawan, S. P. and Yungky Pamorratu S. Par., the staff of Jember Tourism Office who had supervised and given attention and guidance during the job training.
7. All lecturers of Faculty of Letters, for teaching the priceless knowledge.

This report is not perfect yet so, criticism and suggestion are accepted for the perfectness of this report. This report is expected to be beneficial for everyone.

Jember, January 2010

The writer

SUMMARY

The Role of Jember Tourism Office To Succeed Jember City Carnival (JCC) 2009; Citra, 070103101011; 2010: 42 pages; English Diploma III Program The Faculty of Letters Jember University.

Indonesian government has been trying to realize the development plans in every sector including tourism because Indonesian tourism potential produces a great contribution for both government and people. Tourism is one of the biggest supports of foreign exchange in this country that contributes economy and government system. It gives a big chance in creating new job vacancy that is able to reduce the number of unemployed people. Therefore, the quality of human resources in tourism needs improving. This condition supports the government, businesses, and other related organizations to develop Indonesian tourism along with the coming of globalization era.

Jember Tourism Office is one of the government elements in Jember having principal duty to organize tourism regional affairs. The purposes of those principal duties are to increase the people finance and Regional Original Income and to improve the quality of tourism.

Jember Tourism Office organizes an annual program, Bulan Berkunjung ke Jember (BBJ) since 2006, as one of the efforts to fulfill the duties along with celebration of Indonesian Independence Day in August. There are several supporting events of BBJ 2009 program that are committed directly by Jember Tourism Office; those are Jember City Carnival (JCC), Lomba Permainan Rakyat (Lomperra), and Musabaqoh Tilawatil Qur'an (MTQ).

This report concentrates on the role of Jember Tourism Office as the committee of Jember City Carnival (JCC) 2009. JCC is the event of creativity,

innovation, and prestige performed by qualified Indonesian generation. It is managed based on three general concepts - education, economy, and entertainment - and several strategies to make it attractive. As the committee, this office organizes the whole thing related to this event starting from the promotion, the funding, the participant's enrollment, and the organization of the event.



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CHAPTER 1. INTRODUCTION

1.1 The Rationale

Tourism is the world's largest industry because it lives with dynamic growth, new activities, new destinations, new technologies, new markets and rapid changes. Tourism can be identified from four different perspectives; those are the tourist, the businesses providing tourist goods and service, the government of the host community, and the host community. Thus, tourism may be defined as the processes, activities and outcomes arising from the relationship and the interactions among tourists, tourism suppliers, host government, and host communities and surrounding environments that involve in attracting and hosting visitors.

Tourism, one of the significant sectors in a country, has role to increase economy aspect. Foreign exchange of the country can be increased by well-developed tourism because many foreign tourists come in to visit the beautiful objects. It is very useful for either central government or the local government. The government views tourism as a wealth factor in the economy of the jurisdictions. These perspectives are related to the incomes that the citizen can earn from this business. The government can play an important role in tourism policy, development, promotion, and implementation. Tourism can expand the opportunities for employment. The businesses see tourism as an opportunity to make profit by supplying the goods and services that the tourist market demands. They can open new job opportunities, especially for the host community. It is helpful to reduce the number of unemployed people in the country. Developing tourism can be organized along with developing culture and environment conservation. In conclusion, tourism as an important role needs to be developed well.

Indonesia is a country having many tourism attractions and objects because it consists of many islands reaching up to 13.000 islands and has many different unique cultures and various regional languages. But Indonesian tourism does not get enough attention and optimum development from the government having important role in tourism policy, development, promotion, and implementation, especially local tourism objects. If tourism has been developed well, it should be able to be better and more expanded than other countries because of Indonesia's richness in culture. It will give many advantages for many sides such as the government itself, the host community, and the business as supplier.

Jember, one of regencies in Indonesia, also has many tourism attractions, tourism destinations, and local culture but it has not been well-processed by the local government because of several problems. One of the obstacles is society who doesn't quite understand about the importance of developing local tourism and culture that is useful for their finance in raising income. The low quality of institute also prevents tourism development in Jember.

In recent years, Jember tourism has been well-developed. The local government cooperating with Tourism Office and other sides has tried to develop local tourism and culture by programming Bulan Berkunjung ke Jember (BBJ) since 2006. BBJ consists of various supporting events such as Jember City Carnival (JCC), Jember Fashion Carnival (JFC), Lomba Perayaan Rakyat (Lompera), and so on that are able to promote Jember richness. This program is very beneficial to rise up the quality of Jember tourism.

Jember City Carnival (JCC) is one of the permanent agendas in BBJ. It is a big event that has purpose to introduce, promote, and develop Jember local culture. It is organized by Jember Tourism Office as the secretariat of BBJ, especially as the committee of this event. This event is more emphasized on the

rich of local culture. Thus, Jember Tourism Office has an important role in organizing of this event in this year, JCC 2009.

1.2 The Problem to Discuss

According to the rationale stated above, the problem that will be discussed can be concluded that what the role of Jember Tourism Office to succeed Jember City Carnival (JCC) in program Bulan Berkunjung ke Jember (BBJ) 2009 as one of local government efforts to develop local tourism and culture is.

1.3 The Goals and the Significance of the Job Training

1.3.1 The Goals of the Job Training

According to the problem mentioned before, the writer expects to achieve the goals of the job training those are:

1. To know what the role of Jember Tourism Office in developing local tourism is.
2. To get the information and description of Jember City Carnival (JCC).
3. To understand the role of Jember Tourism not only in succeeding BBJ as the secretariat but also in JCC as the committee.

1.3.2 The Significance of the Job Training

The writer gains much significance as the result by joining the job training. The details of significance are explained below:

1. The significance of the job training for the student:
 - a. To fulfill one of the requirements to graduate and to get Ahli Madya (A. Md.) degree of English Diploma III Program in Faculty of Letters, Jember University.
 - b. To apply and develop knowledge obtained in the class in the real working life.

- c. To get the real working experience and to grow up professional spirit.
 - d. To understand the working program of Jember Tourism Office especially in developing tourism such as BBJ.
 - e. To be aware of having responsibility to develop local tourism.
2. The significance of the job training for the college:
 - a. To rise up the university's and faculty's reputation to be more familiar and well-known in society.
 - b. To build beneficial networks for the next faculty's progress.
 3. The significance of the job training for Jember Tourism Office:
 - a. To receive new perspective in developing the institute for the next period.
 - b. To get some helps from the trainee joining the job training.

1.4 The Place and the Time of the Job Training

The job training was organized in Jember Tourism Office (Kantor Pariwisata Jember) located in Jl. Jawa 74 Jember. The job training had been done in 50 days starting on 1 June until 21 July 2009 with schedule:

Monday – Thursday : 07.15 am – 02.00 pm

Friday : 07.15 am – 12.30 pm

Saturday – Sunday : Free

The writer has tried to achieve the goals and the significance of the job training optimally. Although there are many difficulties found but they are solved.

1.5 The Procedure of the Job Training

There are several requirements which have to be fulfilled by the student to join the job training. The students have to do the following:

1. Finding a place to perform job training by submitting proposal to the chosen institute.

2. Enrolling job training to get introduction letter from academic section and deliver it to the proposed institute.
3. Writing the name and full address of the institute as the confirmation after they have been accepted.
4. Submitting the acceptance letter from the institute and fulfilling the requirements below:
 - a. Accumulating at least 64 SKS totally, except D/E point, for the third semester students and 80 SKS for the fifth semester students and the previous.
 - b. Submitting a copy of point transcript legalized by the Head of Academic Section and showing the original one
 - c. Showing the receipt of payment of job training enrollment in the amount of Rp. 75.000,- on Bank Jatim chapter Jember University and the receipt of supervision payment in the amount of Rp. 100.000,- on Finance Section of Faculty of Letters, Jember University.
 - d. Submitting a copy of each payment on point c.
5. Programming the job training on the next odd semester and joining the provisioning of job training.
6. Joining TOEFL Practice and submitting a copy of the certificate along with other copies required before.
7. Realizing the job training in the institute by receiving the policies of Jember Tourism Office and doing duties given by the supervisor staff.
8. Collecting data during the job training to compose the report.
9. Consulting the composed report with adviser regularly.

CHAPTER 2. THE ILLUSTRATION OF JEMBER TOURISM OFFICE AS THE JOB TRAINING INSTITUTION

2.1 The Short History

Jember Tourism Office was established based on Jawa Timur Regional Regulation number 4, 1992 about the transfer of some tourism affairs from the Governor of Jawa Timur to the Regency government. It was strengthened by the Governor of Jawa Timur Decree number 88, 1994 about the implementation of Regional Regulation number 4, 1992.

The Government of Jember Regency published Regional Regulation number 11, 1995 about the establishment of Jember Tourism Office's organisation and system in 1995. This Regional Regulation number 11, 1995 applied effectively since the structural officials in this organisation was inaugurated in January 1997.

To follow up the Law number 22, 1999 about regional government, Jember government restructured organisations existing in Jember. Therefore Regional Regulation number 41, 2000 about Organisational Structure and System of Jember Tourism Office was published, but eventually it was renewed by Regional Regulation number 87, 2000.

By publishing the Law number 22, 1999 and Jember Regional Regulation number 87, 2000; Jember Tourism Office attempted discovering tax that eventually was included in Jember Regional Regulation. This tax was expected to be able to increase contribution of the Original Regional Income from tourism sector.

On the base of the Minister of Tourism and Culture Decree, the name of Tourism and Art Departement was replaced by Tourism and Culture Department in 2003. Then, based on the Regent Decree through Jember Regional Regulation number 20, 2005, the name of Tourism and Culture Departement was changed into Jember Tourism Office on December 01, 2005.

2.2 The Vision, the Missions, and the Purposes

2.2.1 The Vision of Jember Tourism Office:

“To create Jember become one of the intended tourism areas that concentrates on democracy economy that is orientated globally based on religious, cultural, and living space values in order to gain people welfare”.

2.2.2 The Missions of Jember Tourism Office

To realize the vision explained above, the Mission of Jember Tourism and Culture Office is determined as below:

1. To introduce Jember tourism potentials
2. To prepare tourism objects and attractions
3. To provide means, infrastructures, and service of tourism
4. To improve human resource qualities

2.2.3 The Purposes of Jember Tourism Office:

1. To increase the quality and the quantity of tourism objects, attractions, arts, and cultures that are well sold,
2. To improve tourism activities that are able to increase society economy and original regional income.
3. To improve human resource qualities in tourism section.

2.3 The Position, the Principal Duties, and the Functions

Tourism Office has principal duties to help the Regent in managing tourism affairs in regional household and doing another job given by the Regent based on the Law. Jember Tourism Office does the following functions:

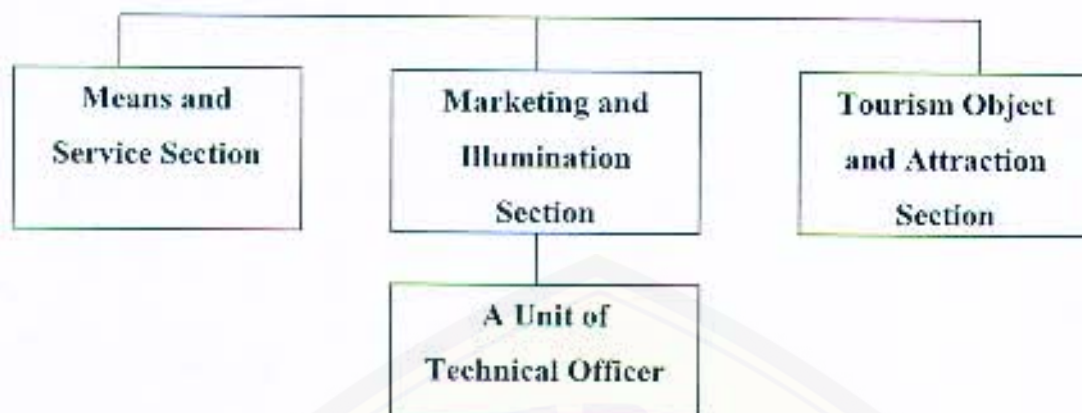
1. Planning and organizing tourism policies.
2. Giving guidance in tourism businesses.
3. Giving permission in tourism sector based on the Regent policies legitimated by Law.
4. Monitoring and controlling the realization of the duties based on the stipulated Law.
5. Fulfilling other duties given by the Regent.

2.4 The Organizational Structure and the Duties of the Employees

2.4.1 The Organisational Structure of Jember Tourism Office

The organizational structure of Tourism Office is ruled in Regional Regulation number 15, on November 20, 2008 and it is described on the diagram below.





2.4.2 The Description of the Employees' Duties

According to diagram above, Jember Tourism Office is led by a Head of Office who is helped by 4 sections, Groups of Functional Position, and a Unit of Technical Officer. Each section in Tourism Office is led by a head that is responsible to the Head of Tourism Office. They have different duties and functions that are further explained below.

A. Administration Section

Administration Section has duties to organize general administration, equipments, employment, finance. This section is also to arrange the working program plan of the office, and to manage reporting, archives, and documents affairs. Administration Section has to do the following functions:

1. Doing general administration affair.
2. Managing means administration matter.
3. Organizing employees affair.
4. Arranging the working program plan.
5. Planning the proposal of Planning of Regional Income and Budget.
6. Organizing the financial administration.

7. Arranging the administration of received letters and sent letters.
8. Managing the archives and documents matter.
9. Organizing the security, cleanness, and orderliness of the office.
10. Listing the realization of supplying goods.
11. Organizing the arrangement and utilizing of the office.
12. Preparing to compose the necessary of goods and household office.
13. Doing maintenance of office inventory stuffs.
14. Fulfilling jobs instructed by the Head of Tourism Office.

B. Tourism Object and Attraction Section

Tourism Object and Attraction Section has duties to organize founding and developing tourism objects and attractions. Tourism Object and Attraction Section has the following duties:

1. To organize an elucidation for the businesses of mountain, forestry, and sea tourism object and a coordination of developing natural tourism object and attraction.
2. To organize an elucidation for the businesses of river tourism, hunting tourism, environment tourism, cave tourism, health tourism, historical tourism, and cultural tourism objects.
3. To collect and process data for map and potential of tourism objects arrangements.
4. To prepare material for cooperations and plans of developing tourism objects that is a cross-region.
5. To process permission or recommendation for developing and establishing businesses of tourism objects.
6. To prepare rescuers, search and rescue (SAR) crews at tourism area.
7. To evaluate and report the development tourism areas.
8. To compose guide books of tourism object and attraction.

9. To manage inventory the potentials of tourism objects.
10. To monitor and evaluate the developing along with related institutions.
11. To elucidate the stake holders.
12. To manage inventory recreation and entertainment businesses.
13. To give guidance in recreation and entertainment part.
14. With related institutions, to monitor and evaluate the effects of recreation and entertainment businesses.
15. To process administrative bundle for permission application in businesses of recreation and common entertainment.
16. To process the permission for businesses of recreation and common entertainment.
17. To monitor and observe the recreation and common entertainment businesses areas.
18. To report activities periodically.
19. To make operational schedule.
20. To do other duties given by the Head of Tourism Office.

C. Means and Service Section.

Means and Service Section of Tourism Office, consisting of sub sections; Accommodation and Food Businesses and Varied Tourism Service, has responsibilities to prepare and determine standardization, classification, and elucidation for businesses of means and service as it is allowed by Laws. Means and Service Section has functions as below:

1. To prepare and determine standardization, classification, and monitoring on accommodation businesses.
2. To provide material and determine classification, standardization, and monitoring businesses of food and beverage service.

3. To prepare material to determine standardization, classification, monitoring, and evaluation of varied tourism businesses.
4. To provide material and coordinate for standardization, monitoring, and evaluation of environmental effects and the control.
5. To plan and realize a cooperation with related institutions for elucidating accommodation businesses.
6. To prepare material for application of standardization and classification in accommodation businesses.
7. To process the permission for accommodation businesses.
8. To monitor and evaluate accommodation businesses.
9. To plan and realize cooperation with related institutions to control restaurants, cafes, and other food and beverage businesses.
10. To prepare material for classification of restaurants, cafes, and other food and beverage businesses.
11. To process the license for restaurants, bars, cafes, and other food and beverage businesses.
12. To manage inventory of tourism service businesses.
13. To process license for businesses of tourism service.
14. To elucidate and control tourism service businesses.
15. To plan and realize cooperation with related institutions to elucidate varied tourism businesses that are transportation, tourism areas, water tourism, and general entertainment.
16. To prepare material to determine standardization and classification of varied tourism businesses.
17. To process the license for varied tourism businesses.
18. To monitor and evaluate varied tourism businesses.
19. To fulfill other jobs given by the Head of Tourism Office.

D. Marketing and Illumination Section

Marketing and Illumination Section, consisting of Tourism Promotion Sub Section and Illumination Sub Section, has responsibilities to analyze tourism products, information distribution, marketing activities, cooperation with local government and related organizations, and to do illumination. Marketing and Illumination Section has to do the following functions:

1. Analyzing tourism products for the marketing properness.
2. Organizing information and tourism products distribution, and supporting events.
3. Organizing and joining marketing activities.
4. Making network with the local government and related organizations.
5. Conducting guidance and counseling in tourism section.
6. Producing a means of tourism promotion in the form of leaflets, guide books, posters, photographs, and electronical media.
7. Organizing marketing activities through promotion and exhibition.
8. Joining promoting activities and tourism exhibition.
9. Using tourism arena and information centre effectively.
10. Preparing material to cooperate with the local government and related institutions.
11. Cooperating with the local government in developing and marketing tourism, art tourism and cultural tourism.
12. Cooperating with related organizations in developing and marketing tourism, art tourism and cultural tourism.
13. Opening and developing tourism markets in other areas.
14. Collecting material to organize an elucidation about tourism.
15. Preparing means of tourism illumination.
16. Planning increasing tourism elucidation in order to improve local tourism.
17. Preparing matters to improve society's role in local tourism.
18. Composing reports about tourism guidance and counseling.

19. Fulfilling other duties given by the Head of Tourism Office.

E. Groups of Functional Position

Groups of Functional Position have duties to organize some duties of Jember Tourism Office according to the skills needed. They are managed by these rules:

1. The number of officers in Groups of Functional Position is determined by the necessities and working load and it is divided into several groups based on the skills.
2. A senior functional officer who is appointed by the Head of Tourism Office coordinates each group.
3. The number of officers in Groups of Functional Position is determined by the necessary and working load, ruled by the Law.
4. An elucidation for the functional officers is organized based on the Law.

F. A Unit of Technical Officer

A Unit of Technical Officer as an element of technical operational officer has duties to organize several official works. This Unit of Technical Officer is led by a head who is responsible to the Head of Tourism Office.

CHAPTER 3. THE GENERAL INFORMATION ABOUT JEMBER

CITY CARNIVAL (JCC) AND THE TRAINEE ACTIVITIES ON JCC 2009

3.1 The General Information about JCC

Bulan Berkunjung ke Jember (BBJ) is managed as a package to increase Jember local attraction that consists of three general aspects: history, prestige, and economy. The first aspect is history. This program is organized to celebrate the Independence Day of Indonesia. Commonly, people celebrate this Independence Day in their own areas, among their neighborhood. But in this case, the local government arranges a big event that is able to be experienced by Indonesian society even all people in the world. The second is prestige aspect. The local government expects this event is able to rise up Jember reputation, to introduce, and develop its potentials such as natural resources, trades, industries, educations, including tourism and local culture. Therefore, they can attract people to visit. The last aspect is economy. Not only many tourists may come to visit its tourism potentials, but also many investors can invest there. These can support regional economy because unemployed local people may have job and the government gain taxes from the visitors.

M.Z.A Djalal, the Regent of Jember, launched Bulan Berkunjung ke Jember (BBJ) in 2006. This program is determined as an annual event to celebrate the Independence Day of Indonesia from July to August since 2006. It consists of various permanent supporting events including Jember City Carnival (JCC).

Jember City Carnival (JCC) is organized as the implementation of the long range thought to explore and conserve the richness of Indonesian local culture and artistic potentials in order to follow up the change of era development. The government uses this event as one of means to explore and improve creative and

productive Indonesian human resources. Not only people who are qualified to produce creativity may show off here but also people who have ability in planning, preparing, and processing may perform as the governmental institutions do to promote their working program.

This prime supporting event in Bulan Berkunjung ke Jember (BBJ) is ordered in a qualified package that is able to be accepted well by common people to achieve the visions and the mission. The local governments attempt to fulfill the visions that are to improve the quality of human resources to be more creative and to increase the regional finance through the mission, creating Jember as a Creative Industry city Based on Carnival City. To promote tourism potentials, they create Jember as a city that is widely known either in Indonesia or in the world. Therefore, JCC is managed in an attractive performance of carnival as one of the means to promote local tourism objects and attractions. It is expected to entertain people, increase chances for businesses, and supports regional economy.

JCC is conceived in three general concepts those are education, economic benefit, and entertainment. The local government educates the young generation to be more creative and confident. Anyone who is able to produce creativity should be confident to perform it. Because an art or another product of creativity cannot be called an art or a product before it is showed off. The government expects that regional economy will be supported through this event by the taxes and the creative products by qualified human resources as in first concept. This event is expected to entertain local and international people.

This event is managed in several strategies to attract people to achieve the vision and fulfill the concepts. The first is unique because it is the sole carnival in Indonesia that passes through the longest route, about 3 kms. Second, it is fantastic a great event that invites many sides to join it. Third, this event is spectacular as the creation and the performance are very impressive and amazing.

Fourth, the theme always changes every year to attract people attention. Fifth, it is sustainable and existent. The government has determined it as one of the permanent supporting events in BBJ. It means that this event is organized every year. Sixth, it is expected to be acceptable by all people. Seventh, it is a marketable event that is able to give financial profit and support regional economy.

3.2 The Trainee Activities on JCC 2009

On practice of the job training in Jember Tourism Office for one a half months, this period was much spent on the Administration Section but all staffs in all sections might give some duties. This chance was used as well as possible to get complete information for composing the report of job training. Most of the duties were administrative. The staffs gave many instructions and guidance when doing those duties. These duties were not only in administration but also participating on several events on Bulan Berkunjung ke Jember 2009 such as Jember City Carnival (JCC) and Lomba Permainan Rakyat (Lompera). In that month, this government institution concentrated on BBJ program as the secretariat and on the organization of JCC and Lompera as the committee.

3.2.1 Official Administration

a. Administration Section

Most of the spent the time was spent in this Administration Section. The daily official duty that was given was to manage received letter and sent letter. The staff gave some instructions to classify and manage those letters before in

order there was no mistake. Other official duties were to type letters, collect data, and help in preparing the weekly meeting.

b. Tourism Object and Attraction Section

Most of the official duties in all sections were almost similar. But they were more specific according to the principal duties of each section. In Tourism Object and Attraction Section, the duties were to collect data after visiting a tourism area.

c. Means and Service Section

One of the responsibilities in this section is becoming an additional committee instructed by the staffs in "Mapping the Development of Jember South Tourism Area" program because the staffs had another job outside. Based on the title, this program was one of efforts of this government institution to develop local tourism. This program was joined by many businesses to develop that tourism area. The writer had responsibilities to manage the enrollment of the participants and to give some instructions to the participants.

d. Marketing and Elucidation Section

In Marketing and Elucidation Section, the duty was to help the staffs to organize the recapitulation of the staffs' promotion journey because the staffs of this section had principal duties to join marketing and promoting activities, exhibition, and to cooperate with related organizations. This recapitulation was used to arrange the report.

3.2.2 Activities on JCC 2009

Jember Tourism Office was appointed to be the secretariat of Bulan Berkunjung ke Jember (BBJ) program and the committee of Jember City Carnival (JCC) and Lomba Permainan Rakyat (Lompca) by the Regent, M.Z.A Djalal. The writer got a chance to participate on this event especially on JCC as the main topic of this job training report. This chance was used as well as to collect and complete data for composing the report.

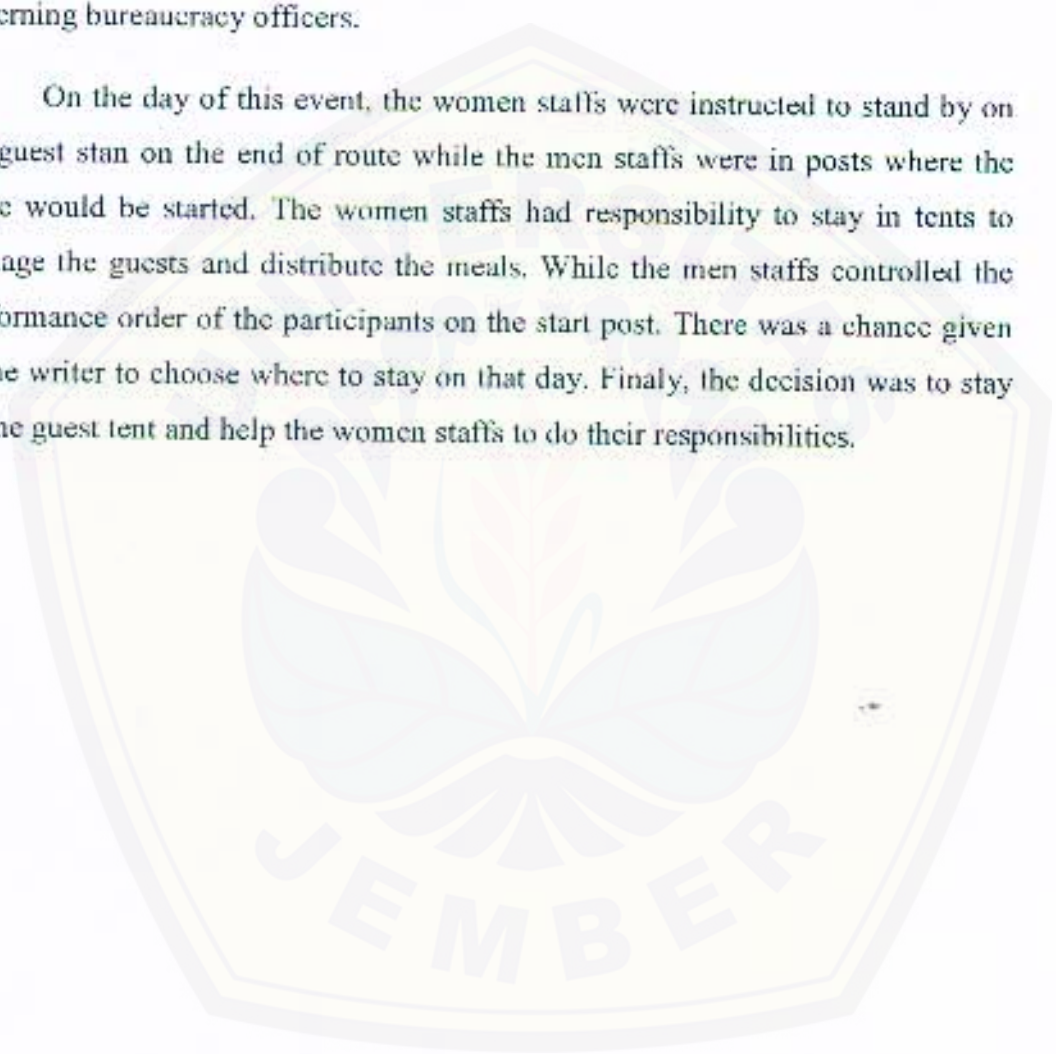
Although each section of this institution had different duties on the organization of Jember City Carnival (JCC), one section to another had to cooperate well so, the event could go on well and the visions of this event could be achieved. There were chances to join in every section to fulfill the duties so much information about the working program of this office to succeed this spectacular event were obtained.

In Administration Section, several responsibilities should be done. They were to help the staffs to prepare the meeting for this event. Another duty was to manage the committees' co-card designed by one of the staffs. Beside; arranging the invitations for guests in all government institutions and related organizations and distributing them also must be done.

In Tourism Object and Attraction Section, there was a chance to help the staff in managing the participants of JCC. The participants were selected well by this section because this was not an ordinary event. Most of them were invited participants according to their prestige and some enrolled then they were selected. All participants gained the allocation of finance by the local government that had been managed in Regional Income and Budget. When joining Means and Service Section, the duty was to organize the meals for the honorable guests. These meals were given to the invited guests when they were coming. They were not only the head of every government institutions or special people but also the big family of

the Regent. In Marketing and Elucidation Section, information about how the organization of this event would be handled and controlled starting from the start up to finish was obtained. Most of them who would have controlled and guarded the participants were the men staffs cooperating with police officers and governing bureaucracy officers.

On the day of this event, the women staffs were instructed to stand by on the guest stan on the end of route while the men staffs were in posts where the route would be started. The women staffs had responsibility to stay in tents to manage the guests and distribute the meals. While the men staffs controlled the performance order of the participants on the start post. There was a chance given to the writer to choose where to stay on that day. Finally, the decision was to stay on the guest tent and help the women staffs to do their responsibilities.



CHAPTER 5. CONCLUSION AND SUGGESTION

This chapter presents the conclusion related to Jember City Carnival (JCC) 2009 as the result of the job training conducted in Jember Tourism Office. As the contribution to the office, some suggestions are given for the development of the company.

5.1 The Conclusion

Based on the result of the job training, conclusion can be taken as below:

1. The advantages of developing tourism are to create new job opportunities in order to increase the people income and the regional income, to reduce the number of unemployed people, to increase foreign exchange, and to conserve culture and environment.
2. Indonesia is multicultural country that should be conserved and developed. To do this, cooperation among all sides such as the people, the government, businesses, and other related organizations is needed.
3. The central government organizes and appoints Tourism Department to do that job. This department has branches in all regions around Indonesia because every part in Indonesia has tourism or local culture potentials that should be developed.
4. Bulan Berkunjung ke Jember is packed to celebrate Indonesia Independence Day, to introduce and develop Jember potentials such as natural resources, trades, industries, educations, tourism, and local cultures.

5. Jember City Carnival (JCC) 2009 is one of the proofs of Jember Tourism Office's efforts in conserving and developing local cultures and improving creative and productive human resources.
6. This event may become an effective step to conduct cooperation with other institutions or private company.
7. Jember Tourism Office has done well the responsibility as the committee of Jember City Carnival (JCC) 2009 and people are entertained. Even though there are many obstacles but they are solved.

5.2 The Suggestion

Based on the experience during the job training, there are some suggestions for the development and the better performance of the office.

1. Jember Tourism Office is expected to improve existent human resources in developing local cultures and tourism in order that people know the existence.
2. Jember Tourism Office needs to cooperate well with other related institutions or organizations such as police officers, governing bureaucracy officers, and so on to get a good coordination.
3. The promotion of Jember City Carnival (JCC) 2009 should be organized better in order people in every single part of either Jember or Indonesia know the conduction of this big event.

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PEMERINTAH KABUPATEN JEMBER
KANTOR PARIWISATA DAN KEBUDAYAAN

JL. JAWA NO. 74 TELP. (0331) 335244 JEMBER 68121 FAX. 335244

Jember, 30 Juni 2009

Nomor : 800/232/35.09.511/2009
 Sifat : Penting
 Lampiran : -
 Perihal : Praktek Kerja Nyata


K e p a d a
 Yth. Ketua Program D3
 Bahasa Inggris
 Fakultas Sastra
 Universitas Jember
 di
JEMBER

Mencukupi surat Saudara nomor: 913/H.25.1.6/KM.10/2009 tanggal 30 Juni 2009 perihal tersebut pada pokok surat, bersama ini diberitahukan dengan hormat bahwa pada dasarnya kami tidak keberatan menerima mahasiswa Saudara untuk melaksanakan kegiatan Praktek Kerja Nyata (On The Job Training) di Kantor Pariwisata dan Kebudayaan mulai tanggal 1 Juni 2009 sampai dengan tanggal 15 Juli 2009 dengan daftar mahasiswa sebagai berikut:

1. Cristarani Filas Finti	060103101037	D3 Bahasa Inggris
2. Ida Ayu Puspitasari	060103101010	D3 Bahasa Inggris
3. Citra	070103101011	D3 Bahasa Inggris
4. Titik Retno Ningsih	070103101017	D3 Bahasa Inggris
5. Wiwik Eka Wijayanti	070103101007	D3 Bahasa Inggris

Demikian untuk menjadikan maklum.

KEPALA KANTOR PARIWISATA DAN KEBUDAYAAN
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ARIE TYAHYONO, SE.
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JL. JAWA NO. 74 TELP. (0331) 335244 JEMBER 68121 FAX. 335244

SURAT KETERANGAN PRAKTEK KERJA NYATA

Kami selaku Pimpinan menerangkan bahwa mahasiswa:

Nama : CITRA
 NIM : 070103101011
 Fakultas : SASTRA
 Jurusan : D3 BAHASA INGGRIS

Telah melaksanakan Praktek Kerja Nyata (PKN) di :

Instansi : Kantor Pariwisata Kabupaten Jember.
 Tanggal : 1 Juni s/d 21 Juli 2009

Demikian Surat Keterangan ini dibuat dengan sebenarnya dan dipergunakan sebagaimana mestinya

Jember, 21 Juli 2009

KEPALA KANTOR PARIWISATA
 DAN KEBUDAYAAN
 PEMERINTAH KABUPATEN JEMBER



Arief Tyahyono, S.E.

061015 199602 1 001

KANTOR PARIWISATA DAN KEBUDAYAAN KABUPATEN JEMBER

Digital Repository Universitas Jember

SERTIFIKAT

Nomor: 800/ /35.09.511/2009



Diberikan kepada:

Nama : Citra
 Nim : 070103101011
 Jurusan : D3 Bahasa Inggris
 Fakultas : Sastra Universitas Jember

Bahwa mahasiswa tersebut telah melaksanakan Praktek Kerja Nyata (PKN) pada Kantor Pariwisata dan Kebudayaan Kabupaten Jember mulai tanggal 1 Juni s/d. 21 Juli 2009.

Jember, 21 Juli 2009

KEPALA KANTOR PARIWISATA DAN KEBUDAYAAN
 PEMERINTAH KABUPATEN JEMBER



Tranfokbar

BEJEF TYAHYONO, SE
 19661015 199602 1 001

Mengetahui,
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 UNIVERSITAS JEMBER

Dis. SYAMSUL ANAM, M.A.
 NIP. 131 759 765



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UNIVERSITAS JEMBER-FAKULTAS SASTRA
PROGRAM D III BAHASA INGGRIS

Kampus Bumi Tegulboto Jalan Kalimantan 37 Korak Pos 185
Telepon (0331) 337188, Fax 332738 Jember 68121

SERTIFIKAT

Nomor: 636/H25.1.6/PS8/2009

Dengan ini kami menyatakan bahwa mahasiswa berikut ini telah mengikuti program *Praktek Kerja Lapangan* di Bali pada tanggal 19, 20 dan 21 April 2009.

Nama : **CITRA**

NIM : **07-1011**

Kepada mahasiswa tersebut diberi hak untuk mengikuti program Praktek Kerja Nyata (PKN) bersama dengan persyaratan yang lain.

Jember, 27 April 2009.

Dekan Fakultas Sastra
Universitas Jember



Drs. Syamsul Anam, MA
NIP 131 759 765

Ketua Program
D III Bahasa Inggris



Drs. Wisasongko, MA
NIP 131 798 138



DEPARTEMEN PENDIDIKAN NASIONAL
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PROGRAM D III BAHASA INGGRIS

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Telepon (0331) 317188, Fax 312738 Jember 68121

CERTIFICATE

Nomor: 792/H25.1.6/PS8/2009

This is to certify that the student mentioned below has participated in the *TOEFL PRACTICE* held by Diploma III English Program. This participant has done a practice test on May 30th, 2009.

Name : **CITRA**
Department : **D III English**
Score : **523**

It is expected that the student could improve his/her language skills in the future.

Jember, 1st June 2009.

Dean of the Faculty of Letters
University of Jember

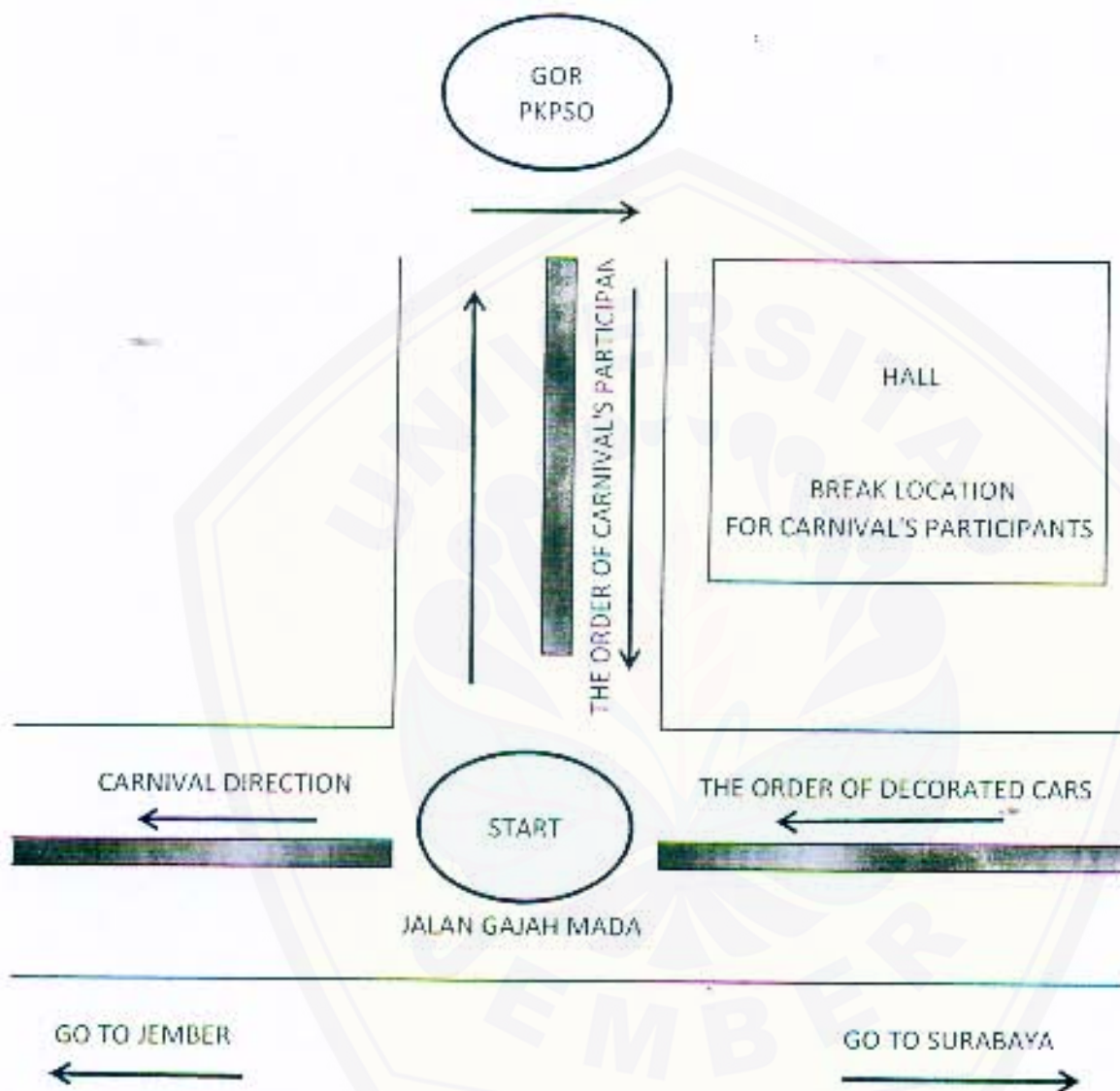
Head of Diploma III
English



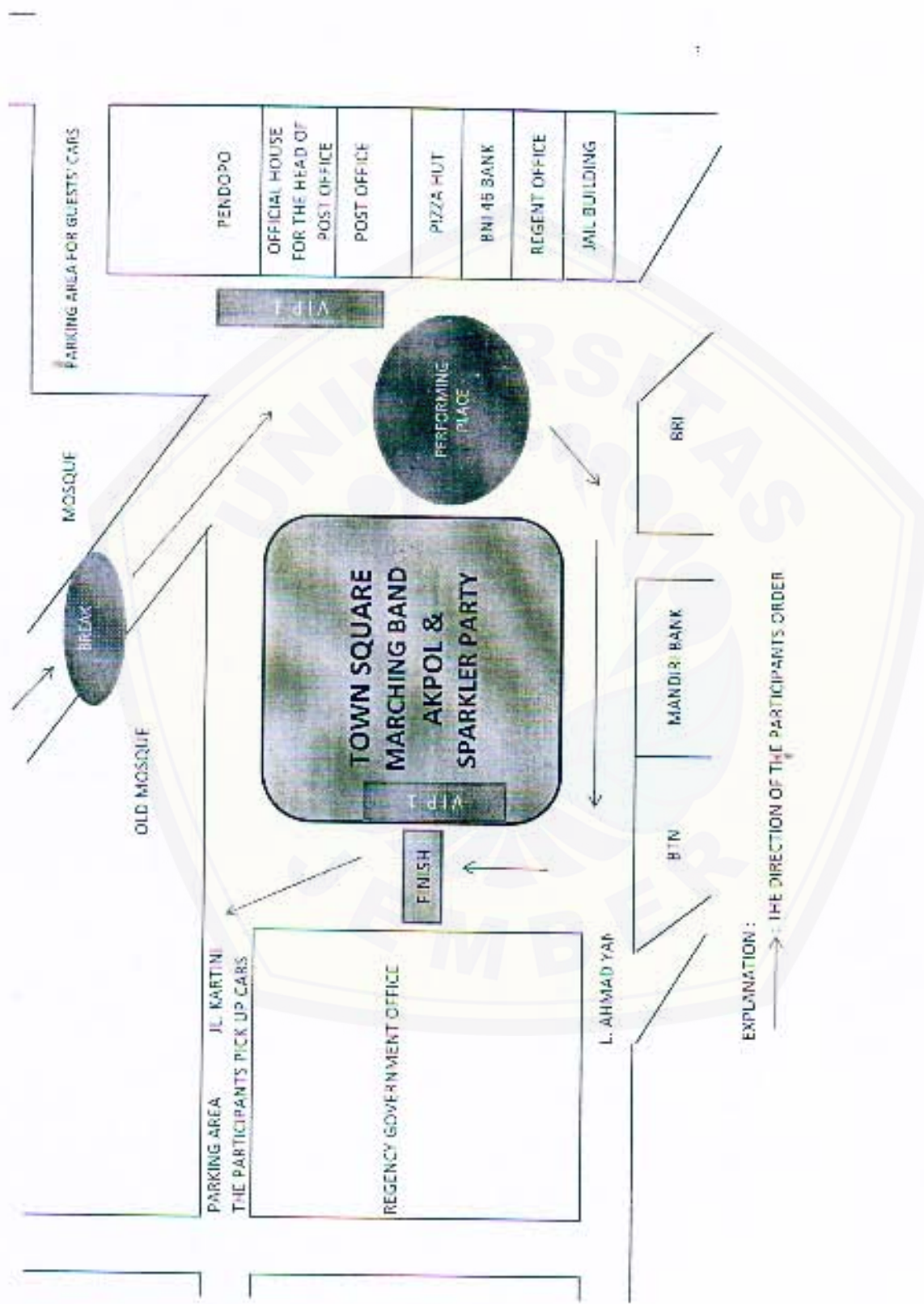
Drs. Samsul Anam, MA
NIP 131 759 765

Drs. Wisasongko, MA
NIP 131 798 138

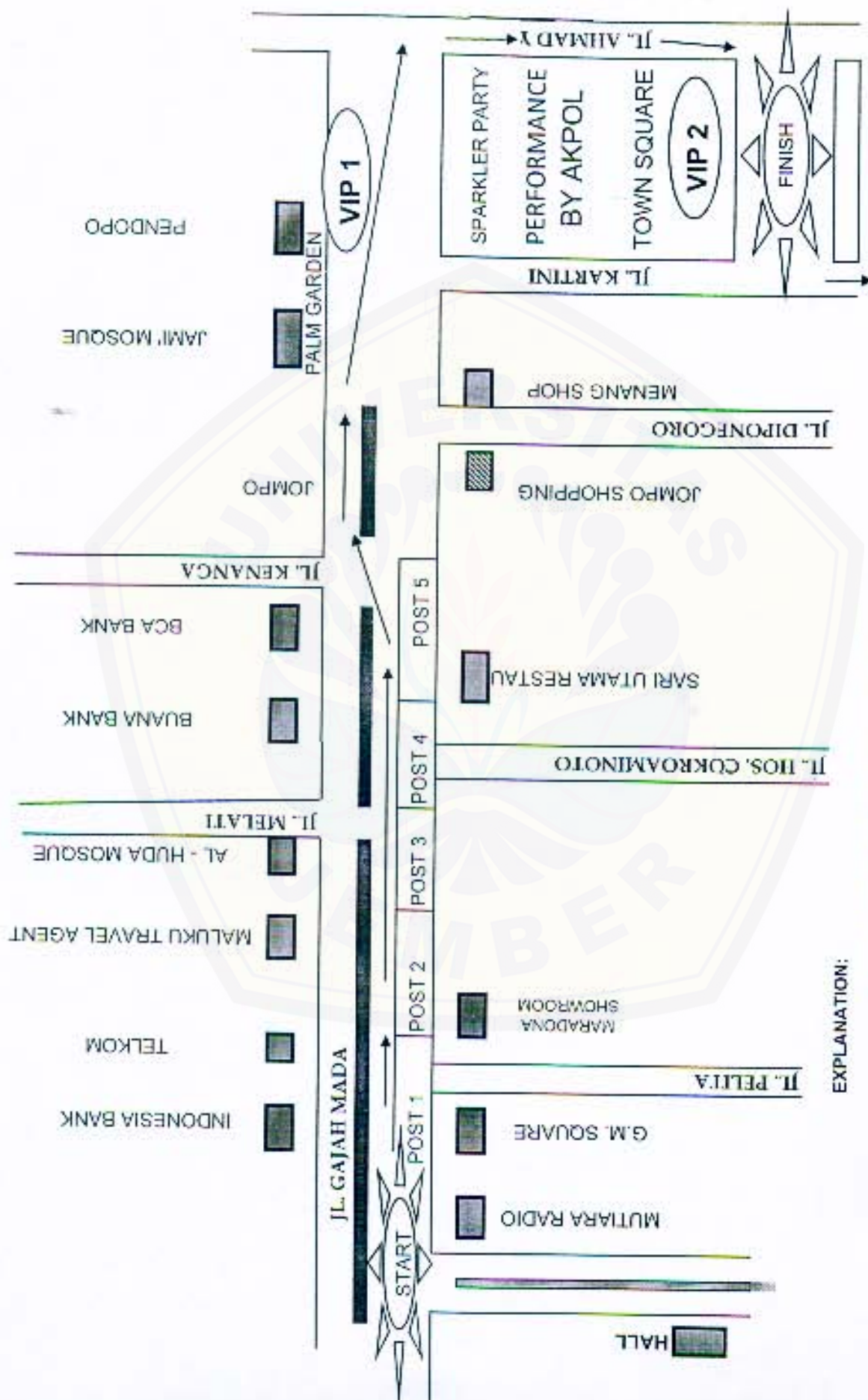
START LOCATION



PERFORMING LOCATION



EXPLANATION : → THE DIRECTION OF THE PARTICIPANTS ORDER



EXPLANATION:

- WAYS PASS THROUGH BY PARTICIPANTS
- EACH GROUP SHOW THEIR PERFORMANCE IN FRONT OF VIP 1 TENT FOR ABOUT 5 MINUTES

**LAUNCHING BBJ 2009**

31 Mei 2009
Alun - alun Jember.

APEL BESAR & KIRAB BAJAJ 2009

01 Juni 2009
Alun - alun Jember

FINN BIKE 600

28 Juni 2009
Alun - alun Jember

KASTI

01 Juli - 08 Agustus 2009
Alun - alun Jember

KIRAB BAJAJ BANYU

Juli - Agustus 2009
Alun - alun Jember

JEMBER KAY KANONIS (JKK)

04 Juli 2009
GOR - Alun-alun Jember

CATUR

04 - 09 Juli 2009
Aula P3 Satriaman

LOMPENG SYARAY

05 Juli 2009
Alun - alun Jember

LONGA PANJAY BENDING

10-12 Juli 2009
Alun - alun Jember

ROAD RACE

11-12 Juli 2009
Secaba

SOING PRESTASI

12 Juli 2009
Lapangan GOR

FESTIVAL RANG

17-18 Juli 2009
GOR

RUSAKAN (LAWAN) BOLA (LWBL)

19-25 Juli 2009
Stadion Natsional Ngorejo



07-10 Agustus 2009
Aula P3 Satriaman