



**THE MARKETING STRATEGY FOR STUDENTS TOUR PACKAGE  
IN CV. LUNA TOUR AND ORGANIZER**

**REPORT OF JOB TRAINING**

By

**Ketut Alit Sukadana**

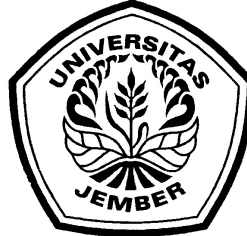
**070103101001**

**ENGLISH DIPLOMA III PROGRAM**

**FACULTY OF LETTERS**

**JEMBER UNIVERSITY**

**2010**



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presented as one of the requirements to get Ahli Madya degree of  
English Diploma III Program

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## **MOTTO**

The end of knowladge is love  
The end of education is character  
*(Baba)*

## **DEDICATION**

I Would like to dedicate this report to following people who have given me all I need,support,affection,and attention.

Both of my parents Mr. Gede Geriya and Mrs. Nyoman Rusmini no words can express my thanks. Your pray is the greatest power

My uncle Made Tirta and My aunt Made Sumini who have given support and finance for me

My Soulmate Kadek Yopi Kartika is always supportive and encouraging in my life

My friends English Diploma III 2007

My almamater Faculty of Letters University of Jember

## APPROVAL SHEET

The Report of the job training entitled The Marketing Strategy for Students Tour Package in CV Luna Tour and Organizer has been agreed on:

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## **PREFACE**

I would like to thank God for all His mercies and blessings so this job training report entitled “The Marketing Strategy for Students Tour Package in CV Luna Tour and Organizer” has been finished. This job training report is composed to fulfill one of the requirement 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 the Faculty of Letters, Jember University.
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3. Prof. Dr. Sutarto M.A. The academic advisor who gives advice and guidance during studying in this faculty
4. Hat Pujiati SS, M.A. The advisor for invaluable time and meticulous attention to supervise the job training report.
5. Lucy S. Sos Angraeni Sembiring The directress CV. Luna Tour has given the opportunity to do the job training report
6. All lecturers of faculty of letters, for teaching and 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, June 2010

The Writer

## **ABSTRACT**

Tourism has become one of the largest sources of foreign exchange to the Indonesia country. There are beautiful places and famous tourism object in Indonesia, like Bali, Yogyakarta, Lombok, Batu Malang, and various other Islands. Tourism can be great if some of the factors has supporting, such as the beautiful tourism place, transportation, and accommodation facilities like hotels, restaurants. Marketing of tourist packages to potential tourists are also very important on the ongoing tourism. The results of the study showed that the new tourist needs information about places and sights they want to visit. Especially for students, who desperately need information about a tourist attraction. The success of a marketing tour packages is highly dependent of the workers how to market tourism tour packages that they have. It takes skills and strategies to market the tour package for students, individual approach, mastery of tour packages, procedures for submitting travel packages and the speak ability supports the success of a marketing tour packages.

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