CHAPTER III

DISCUSSION

A. Sukoharjo

Sukoharjo is a regency in the Central Java province in Indonesia. Its capital is Sukoharjo, about 10 km south from Surakarta. This regency is bordered by Surakarta in the north, Karanganyar Regency in the east, Wonogiri Regency and Yogyakarta in the south as well as Klaten Regency in the west.

Sukoharjo Regency is divided into 12 districts. They are Baki, Bendosari, Bulu, Gatak, Grogol, Kartosuro, Mojolaban, Nguter, Polokarto, Sukoharjo, Tawangsari and Weru. The districts are subdivided into various villages and subdistricts.

Among all of them, there are some districts having nature and cultural tourist potential which is until now is developed by Sukoharjo tourism office. These description of tourists potential below:

a. Kecamatan Baki

Baki district is located in the west of Sukoharjo. Baki has water tourist attraction is called “Kora Kora”. It is a kid’s swimming pool which is nearby Solo. It has a simple, natural, pleasure and safety concept. It can be seen by arranging the parking area which is given border a planting hedge.
b. Kecamatan Bendosari

Bendosari is located in the east of Sukoharjo. This district also has water tourist attraction is called Mulur Lake. This tourism object is located in Mulur village. Mulur Lake is used to exercising in water sport and oar competition. Besides, this Lake also has a camping area for scouting activity. Almost residents around this area visit Mulur Lake to fish.

c. Kecamatan Bulu

Bulu district is in southwest of Sukoharjo. Bulu has a nature tourist attraction is “Umbul Pecinan Batu Seribu”. Batu Seribu Park is one of tourist attraction objects which can be visited if we are in Sukoharjo. This object can be called a complete family tour with challenge area because this place has binding roads. While enjoying the scenery Batu Seribu Park, the visitors will be given a thousand teak trees view along the trip naturally purity effect. By Solo, we need an hour to reach this place. By taking advantage of limestone hill geographically this object is built in this area around 2,5 hectare. Therefore, limestone hill area changed became family tour object in many facilities which is available such as swimming pool, bathing place or water source.

d. Kecamatan Gatak

Gatak district is north side of Baki district. This area is one of the famous districts which has culinary tourist. That famous culinary is in Warung Sekatul. The menu is served by this food stall is Roasted and fried fish (Nila bakar/goreng), roasted or fried chicken, roasted and fried cuttlefish, etc and for beverage they serve juice, gempol pleret ice, and dried herbs.
e. Kecamatan Grogol

Grogol district is west side of Gatak district. Gatak has two nature tourist attractions that both of them are equal, first is Pandawa Waterboom and second is Royal Water Adventure. Pandawa water boom is located in Solo Baru, Grogol Sukoharjo. This water boom is not usual water boom because it provides many kinds of games which have adventuring characteristic.

For the visitors, Pandawa water boom is not only visited by local visitors but also by foreign visitors. When visitors come in this object, they will be directly welcomed by the world of puppetry in giant size. Five Pandawa statues are made to beautify the view that made in giant size. Kresna statue has 37 metres height that it looks so brave with grotto decoration and under the statue surrounded by like water pool. There are many interesting water adventures providing by Pandawa such as bungy jumping, black hole, bungy river, wave pool, raf slide, racer slide, kiddy pool, etc.

Whereas Royal water Adventure is located at Jalan Raya Telukan KM 8 Sukoharjo, Central Java (south of Solo Baru or on Solo – Wonogiri street). This water adventure is more less than Pandawa water boom but it has modern concept in arranging the location.

f. Kecamatan Katosuro

Kartosuro district is located in north of Sukoharjo. It is different from the other districts. Kartosuro has a cultural tourist is Kartosuro Palace.
Palace is located in Siti Hinggil village. There are many artifacts that proved of Kartosuro Palace existence before this palace moved to Surakarta. They are square, Segaran pool (now it is being a field), *Gedong Obat* (earlier it was a machine warehouse), Belubang wall caused by Pecinan battle, a well is used to wash palace inheritances, Bray Sedah Mirah brave, brick fort wall as thick as two until three meters, and Mosque which was built by Sunan Paku Buwono II.

g. Kecamatan Nguter

Nguter district is located in south of Sukoharjo. Nguter has Sendang Pinilih and Colo Dam. Sendang Pinilih is in Sawah Jerom Jangglen. This is a water tourist attraction that is between Midodaren dan Calangan hill. This object has three swimming pools and a fish pool. Whereas Colo Dam is located in Nguter district. This Dam is a water gate from water gate of Gajah Mungkur lake that need for irrigation in Sukoharjo area. The glory of the water gate becomes one of tourist attraction and as a favorite place for fishing.

h. Kecamatan Polokarto

Polokarto district is in north of Bendosari district. This place has a water tourist attraction is Alaska Waterboom. Alaska Waterboom is in center of barren teak garden so the existence is like Oasis in the center of desert. Alaska Warterboom has two small swimming pools and the one is medium. There are a giant orange basket and some of hammocks for kids.
i. Kecamatan Tawangsari

Tawangsari district is located in the west of Bulu district. Tawangsari has Ki Ageng Sutawijoya grave. This grave is on the top of hill Kendeng Kidul. The grave is familiar namely Bumi Arum Majasto because the grave gives fragrant aroma.

j. Kecamatan Sukoharjo

Sukoharjo district yearly agenda is Mas Mbak Sukoharjo event. Mas Mbak Sukoharjo is an event where there are many candidates of Sukoharjo’s youths to compete to be tourism ambassador of Sukoharjo. Mas mbak Sukoharjo was held at night in the Sukoharjo Regent office. The event were prepared from morning until afternoon than it was started at 08.00 p.m. On the event, all of Mas Mbak Sukoharjo contestants showed their ability in representing Sukoharjo regency through their knowledge.

All of the tourism object including the cultural events are managed by Tourism office of Sukoharjo. To realize the development tourism sectors in Sukoharjo, Sukoharjo needs a tourism institution or a tourism office to develop tourism

B. Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan Sukoharjo.

Local government established Sukoharjo Tourism Office based on the Territorry Act no. 41, 2007 as law principle that every regencies must manage
their own affairs. Sukoharjo Tourism Office is located at about 10 km South of Solo City on Veteran Street No.9, Sukoharjo-Central Java. It is near Sukoharjo Town Square.

1. The brief History of Sukoharjo Tourism Office (DPOPK)

In the past, the building was affiliated to communication office. Yet, it was separated on January 09th 2009 when it was officially inaugurated. The separation depended on Government Regulation no.38/2007 about the authority division between Government Authority Province Authority and Autonomy Territory. This building is not only for Tourism Office but also for other officials: Youth Office, Sport Office and Culture Office. It is called Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan Sukoharjo (DPOPK Sukoharjo). This affiliation doesn’t reduce performance of the Sukoharjo Tourism Office because it is written in local government regulation no. 3/2008 about the manual rule of regional administration staff. By those establishment mentioned above, Sukoharjo Tourism Office directly made a governmental organization structure to run and develop tourism field. There are several amendments aimed to develop the governmental system to be better. Nowadays, there are seven divisions in running their programs. There are official head, Secretary, Youth division, Sport division, Tourism division, Culture division and Functional position of group division.

a. Vision and Mission

The vision and missions of Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan Sukoharjo (DPOPK) are as follows.
1. Vision

To create the quality of human resources which are pious, healthy, visionary, smart, competent, and can develop the tourism destination based on the local people.

2. Missions

- To develop potentiality, good image and quality of human resources in youth sector, tourism sector and culture sector so tourism in Sukoharjo can compete globally.

- To develop historical heritages, culture value, art and film.

- To develop the infrastructures in Sukoharjo Regency.

- To increase cultural attractions, object attractions, tourist attractions and tourism markets.

- To develop the good coorporation.

b. Department

Dinas POPK devided into seven departments. The departments are:

1. Official head

2. Secretary. Secretariat is devided into three subdivisions:

   a. Subdivision Program

   b. Financial

   c. General and Employment
3. Youth division
   a. Youth insight and youth defense sub division
   b. Youth business sub division
   c. Youth empowerment subdivision

4. Sport division
   a. Community participation subdivision
   b. Development and guidance subdivision
   c. Management subdivision

5. Tourism division
   a. Development and Production subdivision
   b. Marketing and Promotion subdivision
   c. Object and Tourist attraction subdivision

6. Culture division
   a. Culture and Art subdivision
   b. Archaeological and History subdivision

7. Functional Position of group division

C. Job Training Activities in Sukoharjo Tourism Office

I have successfully done the job training activities in Sukoharjo Tourism office on 1st June 2014 – 1st July 2014 or approximately four weeks. This training activities is purposed to increase my knowledge and my experience, especially on tourism in Sukoharjo Regency and to fulfill the requirement of graduating from English Diploma Program Sebelas Maret University.
When conducting the job training activities at Tourism Office Sukoharjo, I was assigned in Cultural division. I was thrilled when I did job training there and participated some activities that organized by Sukoharjo Tourism Office.

The schedule of work activities at Sukoharjo Tourism Office ia as follows.

<table>
<thead>
<tr>
<th>Day</th>
<th>Work Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday – Thursday</td>
<td>08.00 a.m – 03.00 p.m</td>
</tr>
<tr>
<td>Friday</td>
<td>07.30 a.m – 11.00 p.m</td>
</tr>
<tr>
<td>Saturday</td>
<td>OFF</td>
</tr>
<tr>
<td>Sunday</td>
<td>OFF</td>
</tr>
</tbody>
</table>

There were several activities that I did during the job training, such as:

1. Typing letter

   Letter is one of very important tools used by institution to provide information such as to promote something like goods or services, to invite someone, to inform something important, etc. I studied to write operational letter from organisation to Dinas Pemuda Olahraga dan Kebudayaan. The organisations are from Sukoharjo district, such as Weru, Gatak, Baki, Solo Baru, Grogol, etc.

2. Managing letter

   In the certain conditions letter is a tool in organizing an events. So, I had to organize the letter into agenda. It was arranged according to the receiving date
and the written date on the letter. The kind of letters that I got were art performance proposal, invitation letter and exhibition letter.

All of the letters which are aimed to tourism office should be read by Head of tourism office and secretary. They are people who have responsibility in the vital division to know all of the letters in. The procedure of letters in is first, the letters are received by administration staff then written in agenda. After that, the staff reports the letter to the secretary division. Next, the secretary reports the letters to head of tourism office and asks to the administration staff to give the letters to concerned division. Besides, some of letters which are received by cultural division was Mas mbak Sukoharjo election which is held in Sukoharjo Regent office.

3. Participating in Mas & Mbak Sukoharjo Event

I got opportunity to join Cultural event of Mas & Mbak Sukoharjo. Mas Mbak Sukoharjo is an event which many candidates of Sukoharjo’s youths to compete to be tourism ambassador of Sukoharjo. On the event, I prepared gift for the winner then when the candidates were in the break time, I gave them dishes and drinks and I also documented the candidate’s performance during the event.
D. Cultural Events in Sukoharjo

Sukoharjo have many events which contain cultural element, the events as follows.

1. Mas & Mbak Sukoharjo

Mas Mbak Sukoharjo is an event where there are many candidates of Sukoharjo’s youths to compete to be tourism ambassador of Sukoharjo. Mas mbak sukoharjo was held at night in the Sukoharjo Regent office. The event were prepared from morning until afternoon than it was started at 08.00 p.m. On the event, all of Mas Mbak Sukoharjo contestants showed their ability in representing Sukoharjo regency through knowledge. Before the show, they were elected by several stages’ test. The several stages’ test are written test in the form of English language, speaking English and Javanese test and interview. The event was attended by people of Sukoharjo regency.

2. Kirab Pusaka Sukoharjo

Kirab is a Ceremony in which the people walk tidily along the parade in the night. They wore traditional custom and brought palace heirloom. The aim of this event is to celebrate the new year of Javanese calendar. Every year, the event is held in Pajang, Sukoharjo regency after mid noon. In the event, all of the Abdi dalem (people who have authority in the palace) become participant. They are the elders of the palace, palace courtiers and soldiers who bring heritage palace (kris and spear). The route of the kirab pusaka is started from Kasultanan pajang palace.
– Tugu Lilin – Slamet Riyadi – Jaka Tingkir street – then it was ended in Kasultanan Pajang palace.

In the middle of carnival around the route was held a procession starting *tolak bala* Dewi Sri (deterrent disaster). This is a unique procession because it was involving a woman who stretchered and decorated like Dewi Sri (she is goddess symbolized as fertility). From the top of a stretcher, the figure of Dewi Sri scattered money, green beans, and soybeans. The procession will be very lively because people who attend will scramble the money scattered by Dewi Sri.

E. Strategies of Dinas Pemuda Olahraga Pariwisata dan Kebudayaan in Promoting Cultural Events in Sukoharjo

There are many strategies that have been done in introducing Tourism office cultural events in Sukoharjo. The strategies are used by tourism office such as put up posters and leaflets along the road in the town of Sukoharjo. It is not only introducing the cultural events by putting up the posters and leaflets, but also promoting cultural events in the social media like Facebook by searching their official account. It is more effective because the majority of Sukoharjo’s citizen is familiar in using Facebook. Besides, tourism office also promoted the event through social networking twitter which is assisted with twitter account of Solo Update. People also could get more information via Internet accessed on the official website of Tourism Office agencies and government-owned official website Sukoharjo regency. For more details, I include the information below:
1. Posters and leaflets

Posters and leaflets are used to inform Sukoharjo’s citizen that it has an event in Sukoharjo. The posters display along the road of Sukoharjo city. The posters inform an event that will be held in Sukoharjo, also the place and date of performance of the event. Leaflets contain information on the tourism object around Sukoharjo regency.

2. Social Media

Dinas Pemuda, Olahraga, Pariwisata dan Kebudayaan uses social media to promote a cultural events in Sukoharjo regency. Tourism Office used social media because it was many soscial media’s users in Sukoharjo regency and more up to date and effective in promoting such an event. Besides, it will save energy and costs compared to the promotional with other ways such as workshop and radio or television advertisement.