ASITA’S PROMOTION OF TOURISM POTENTIALS IN SURAKARTA THROUGH BENGAWAN SOLO TRAVEL MART 2015

FINAL PROJECT REPORT

Submitted as a Partial Requirement in Obtaining Degree in the English Diploma Program, Faculty of Cultural Sciences Sebelas Maret University

by

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APPROVAL OF SUPERVISOR

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MOTTOS

Don’t cry because it’s over, smile because it happened.

(Dr. Seuss)

Be yourself . . .

(Oscar Wilde)

Be who you are and say what you feel, because those who mind don’t matter, and those who matter don’t mind.

(Bernard M. Baruch)
DEDICATION

I would like to dedicate this final project to:

My beloved parents
My dearest brother
My best friends who always support me
All of my friends
My lectures
PREFACE

Assalamu’alaikum Wr. Wb

I would like to say “Alhamdulillahirobbil’alamin” to Allah SWT for all the blessing and guidance. This final project report is written to fulfill the requirement in obtaining English Diploma Degree.

I would also thank to all the people who give support and encourage me in writing and finishing this final project report entitled “ASITA’s Promotion of Tourism Potentials in Surakarta Through Bengawan Solo Travel Mart 2015”. The job training is the essential thing to be done to make this final project report. I did the job training for one month in ASITA as a volunteer in Bengawan Solo Travel Mart 2015, I am interested in discussing the topic because I want to observe and learn how ASITA promotes the tourism potentials in Surakarta through an event.

I realize that this final project report is far for being perfect. Therefore, I would appreciate and be willing to accept positive advices and criticism. Hopefully, this final project report is expected to be beneficial to all readers.

Wassalamu’alaikum Wr. Wb.

Surakarta, 19 October 2015

Mifta Khuljanah
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Alhamdulillah. Finally, I have finished this final project report. I would never stop saying Alhamdulillah for my Greatest God, Allah SWT for everything given to me. However, I would not able to finish it without any support from others. Therefore, I would like to express my gratitude to those who have support me during arranging this final project report.

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Surakarta, 19 October 2015

Mifta Khuljanah
ABSTRACT


This final project report was written based on the job training at ASITA Surakarta which had been done from January 26, 2015 until February 26, 2015. The objective is to describe how ASITA promotes tourism potentials in Surakarta through Bengawan Solo Travel Mart 2015 (BTM).

Based on the observation that was done during the job training, ASITA Surakarta had several ways to promote the tourism potentials of Surakarta. One of the ways was holding events. It can be seen from the events that were held in Surakarta such as SIPA (Solo International Performing Art), SBC (Solo Batik Carnival), BTM (Bengawan Solo Travel Mart), etc.

Bengawan Solo Travel Mart 2015 was one of the events used to promote tourism potentials in Surakarta. In promoting the tourism potentials in Surakarta, ASITA had some activities in several tourist destinations in Surakarta, although the main event of this BTM was Table Top, that is, Camping in Tahura, Outbound in Kemuning tea garden, visiting Sukuh Temple, Sangiran Museum, etc. The role of the event was as a media promotion of tourism potentials of Surakarta.

Mifta Khuljanah
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