Chapter 4
Conclusion and Recommendation

The results of my Internship program in *Dinas Pariwisata dan Kebudayaan Karanganyar* is an English tourism website for *Dinas Pariwisata dan Kebudayaan Karanganyar*. The aim of this internship program is to create English tourism website and to promote the tourism destinations in Karanganyar worldwide. I expected that *Dinas Pariwisata dan Kebudayaan Karanganyar* can keep and using the English language tourism website. I also expected that *Dinas Pariwisata dan Kebudayaan Karanganyar* can renew the English language tourism website well.

Conclusion

The main goal of my internship program in *Dinas Pariwisata dan Kebudayaan Karanganyar* is to create an English official tourism website and to promote the tourism potential in Karanganyar worldwide.

During the internship program starting from 21 January until 1 March 2016, I faced several problems. The problems that I faced when I made the website are the difficulty in mapping the tourism destinations for the observation, taking pictures of the tourism destinations, discussing about the schedule of making the promotional text of tourism destinations, making the texts of beverage and also Indonesian-English promotional texts, deciding the layout of the website, selecting the pictures of the tourism destinations and culinary, collecting the pictures of the culinary items, delivering a presentation simulating the use of the website in front of the staffs of *Dinas Pariwisata dan Kebudayaan Karanganyar*.

I solved the problem of mapping the tourism destinations by browsing the locations of the tourism destinations on the Google map. I solved the problem of taking the pictures of the tourism destinations by using some pictures from *Dinas Pariwisata dan Kebudayaan Karanganyar*’s documentary files. I solved the problem dealing with the schedule of making the promotional texts by making a structured schedule. I solved the problem of making the texts of beverage and promotional texts by browsing some information on the internet. I solved problem of deciding the layout of the website by searching for some references from the internet and discussing about the layout with the members of the group. I solved the problem dealing with selecting the pictures of the
tourism destinations and culinary by editing the pictures. I solved the problem dealing with collecting the pictures of the culinary by taking the pictures of the culinary items from Dinas Pariwisata dan Kebudayaan Karanganyar. I solved the problem of delivering the presentation by coordinating the preparation of the presentation with the marketing staffs.

Besides the problems I mentioned previously, I faced problems when I promoted the tourism destinations to the foreigners. The problems that I faced while promoting the website are the difference in terms of time and the limited number of foreigners who become the target of the promotion.

I solved the problem of promoting the tourism potentials in karanganyar by using many kinds of social media such as Instagram, Path, Facebook, Line and Whatsapp, in order that website is known directly by the domestic and foreign tourists. So, they know the tourism potentials in Karanganyar.

**Recommendation**

*Dinas Pariwisata dan Kebudayaan Karanganyar* needs to do the following things:

- *Dinas Pariwisata dan Kebudayaan Karanganyar* needs to improve the facilities and infrastructure throughout the tourism destinations in Karanganyar regency. Better facilities can be a factor heightening the interest of visitors to come.

- *Dinas Pariwisata dan Kebudayaan Karanganyar* needs to keep a good relationship with the manager of the tourism destinations in Karanganyar because keeping a good relationship with the manager of the tourism destination can make Karanganyar be a good tourism center.

- *Dinas Pariwisata dan Kebudayaan Karanganyar* needs to improve the quality of website like adding some good idea to improve the website. Good quality of the website can be a factor influencing the interest of the visitors to access the website continuously.

- *Dinas Pariwisata dan Kebudayaan Karanganyar* needs to update the content of website that include the pictures and the information. Updating the content of website can make visitors of the website interested in visiting Karanganyar.
References

Appendices

Appendix – 1: Meeting with the staffs of Dinas Pariwisata dan Kebudayaan Karanganyar.
On 21 January 2016 my friends and I had a meeting with the staffs of Dinas Pariwisata dan Kebudayaan Karanganyar.
Appendix – 2: Doing observation at tourism destinations in Karanganyar.
We did the observation in 15 tourism destinations in Karanganyar.
Appendix – 4: The references of the websites.

1. Liverpool Tourism website

2. London Tourism Website
3. **Stockholm Tourism website**

![Stockholm Tourism Website](Image)

"This is Stockholm

Modernity meets tranquility. Trend-setting restaurants and vibrant nightclubs next to idyllic archipelago.

Welcome to a city where it is easy to breathe – and to feel your pulse.

See & do | Eat & drink | Areas"

4. **Mississippi Tourism Website**

![Mississippi Tourism Website](Image)

"Come On Down, Y’all

Request a FREE printed or digital 2016 Mississippi tour guide that is full of ideas for planning your trip. You can also order free maps and other helpful travel materials."
Appendix – 5: The text of beverage

The step to translate the beverage:
1. Wedang Ronde
   (Glutinous rice balls in ginger drink)
   a. When I was searching of the recipe of wedang ronde on the internet, there was an article that showed the word of “Glutinous rice balls in ginger syrup” that means the English name of wedang ronde is glutinous rice balls in ginger syrup. But I changed the word syrup into drink, because I thought that the word drink more acceptable to use.

   ![Google search result for wedang ronde recipe](image)

   b. Then I saw the meaning of the glutinous in the oxford dictionary. Glutinous means sticky. So I decided to translate the name of wedang ronde into glutinous rice balls in ginger drink.

2. Es Degan
   (A beverage made from coconut water, shredded fresh young coconut meat, and palm sugar syrup).
   a. I took the word shredded young coconut meat from this website [http://www.livestrong.com/article/271886-what-are-the-benefits-of-young-coconut-meat/](http://www.livestrong.com/article/271886-what-are-the-benefits-of-young-coconut-meat/) because I read the article of coconut that can describe Es Degan. This is the article that mentioned on that site “Young coconut meat is the soft, rich-tasting flesh of green coconuts, produced from the coconut palm tree. Before they fully mature, coconuts are green, with a thicker, fibrous outer shell. The juice from young coconuts is a refreshing and hydrating beverage, while the young meat can be eaten as is or shredded and mixed with the juice for extra texture.”
b. And I search the palm sugar syrup on this site [http://www.livingincmajor.com/sago-pudding-recipe-with-palm-sugar-syrup-and-fresh-coconut-milk](http://www.livingincmajor.com/sago-pudding-recipe-with-palm-sugar-syrup-and-fresh-coconut-milk) and the article showed that the word of palm sugar syrup is acceptable to use.
3. Wedang Jahe
(A beverage made from sliced thin fresh ginger, Pandanus leaf and sugar)

   a. I faced the difficulty while translating the name of *daun pandan* then I decided to see the English language of *pandan* on the electronic dictionary. Then based on the electronic dictionary the English language of *pandan* is pandanus. So I search the picture of pandanus leaf on the Google, and the result showed the *daun pandan*.

4. Coffee

   I have no difficulty when translating the word of *kopi*.

5. *Teh hitam*
   
   a. I translated *teh hitam* into black tea. I search black tea on the internet and the result showed that black tea is *teh hitam*. 
6. **Teh Hijau**
   a. I translated *teh hijau* into green tea. I search green tea on the internet and the result showed that green tea is *teh hijau*. 
7. Es krim telo ungu
(Purple sweet potato ice cream)

a. I translated *telo* into sweet potato, but I was not sure about that word, so I decided to search the picture of sweet potato and finally the result showed that sweet potato is *telo*. 
Appendix – 6: Presentation with the head and the staffs of *Dinas Pariwisata dan Kebudayaan Karanganyar*. 
Appendix – 7: The screen capture of promotion activity

The screen capture of the promotion to the foreigners
Hi Ali, Do you know Indonesia? Indonesia has many beautiful places of tourism destinations. I and my friends did our internship program in Karanganyar tourism office, we made a new website for tourism destination in Karanganyar. Please visit us at www.karanganyartourism.com :)

Ohhh that's great, good job. I will check the website.

Thank you :) and let me know about your opinion after visiting the website... :)

Sure no problem bella 😊

Hey morning

I have checked the website

Hey Ali, Thank you so much. How is it?

It looks nice but I think it needs more stuff to be added in it

Yup there are some stuff that we don't put yet...

In 4 days later maybe it will be updated

Ohhh okay that's great then

But it looks fine
Hi Bella. Ooh sounds cool.

No prob I would check it out.

That's a beautiful landscape..

Thank you so much jo 😊 I hope u like it and want to visit karanganyar 😊

😊. You got a nice view.

Thanks Bella, the website is real cool..i have tried to check in, so great!!

Thank you so much 😊..after u checked the website, do you want to visit karanganyar? 😊

Its really beautiful place ... Mungkin kapanz

Thank you so much.. I hope the website will give benefits to the community.
Hello Bella, I will surely take a look at it tomorrow. Thanks for the link.
Rafal Lee
6HR

FEB 24 AT 17:11

I have already checked the website, well done!

I've been to Karanganyar several times

and Tawangmangu as well

it's good idea, actually great idea bcs it’s absolutely unique and beautiful place

Write a message

David Lobo
FACEBOOK - 16HR

time?

Heheh

i already did!

Www.karanganyartourism.com

good job!

Wow thank you then 😊 hahaha

im looking the 23 must try

looks delicious

Write a message
Have u visited the website?

FEB 25 AT 14:21

Saya sudah visit the website
It's really well done
Caesar Legion

FEB 26 AT 02:38

hey bella!
nice website!
Unfortunately it is really slow because the servers are small
it is really really slow in my country (and the US is well know for having very fast internet)

but i looks nice

FEB 26 AT 05:56

Write a message

Pauline Lebeau

Hi pauline...how are you? Do you know Tawangmangu? Tawangmangu is a part of Karanganyar regency, I and my friends did our internship program in Karanganyar tourism office, we made a new website for tourism destination in Karanganyar, please visit us at www.karanganyartourism.com 😊
The screen capture of the promotion activity by using social media

**Facebook**

![Facebook Screen Capture](image1)

**Instagram**

![Instagram Screen Capture](image2)
bellaednica  
Tawangmangu, Jawa Tengah, Indonesia  

❤ 43 likes

bellaednica Where is your favourite spot to watch the beautiful scenery of Karanganyar...
Location: Tea plantation, Kemuning, Karanganyar, Central Java, Indonesia

Visit us at www.karanganyartourism.com  
#EnglishDiplomaIIIProgram  
#SebelasMaretUniversity #InternshipProgram  
#VisitKaranganyar #VisitIndonesia  
#explorekaranganyar #wonderfulindonesia  
#tourism #Indonesia  
saraschifani Nice!  
bellaednica @saraschifani thank you :)

Add a comment
Bella: Where is your favourite spot to watch the beautiful scenery of Karanganyar...

Location: Tea plantation, Kemuning, Karanganyar, Central Java, Indonesia

Visit us at
www.karanganyartourism.com

#EnglishDiplomaIIIProgram
#SebelasMaretUniversity
Appendix –8: The screen capture of The website

The visitor of the website on the 5th days promotion was around 471 people.

The layout of the website
Jumog Waterfall

“The Lost Paradise”
Take a dip or swim in the natural water and enjoy the freshness! Let the water splashes...

Madirda Lake

The Hidden Paradise Lake in the Middle of Hills
The lush green sceneries surrounding the lake are beautiful. The atmosphere in this lake...

Parang Ijo Waterfall

The Green Waterfall between Two Cliffs
When you look at the scenery of the place, you will not wonder why the local people...
Appendix –9: The proof of doing promotion to the travel agent

PEMERINTAH KABUPATEN KARANGANYAR
DINAS PARIWISATA DAN KEBUDAYAAN
Alamat : Komplek Perkantoran Kel. Cangakan Karanganyar Telp./Faks. (0271) 495439
E-mail : dispersbudkaranganyar@yahoo.co.id Kode Pos 57712

Karanganyar, 24 Februari 2016.

Nomor : 556/IV A / AOK
Sifat :
Lampiran : 1 lembar
Perihal : Penawaran Kerjasama
          Promosi Wisata.

Kepada Yth :
Pimpinan Vienna Tours
Jl. Solo – Sragen Km. 10

Dengan hormat,

Dalam rangka meningkatkan program dan kegiatan dan Sumber daya manusia di Bidang Pemasaran Wisata, Dinas Pariwisata dan Kebudayaan Kabupaten Karanganyar, telah membuat web promosi wisata Kabupaten Karanganyar.

Guna memperlancar dan menyukseskan launching web promosi wisata Kabupaten Karanganyar, dengan ini kami menugaskan Mahasiswa Magang dari UNS D3 Bahasa Inggris (daftar terlampir) yang membuat Web Site Dinas Pariwisata dan Kebudayaan Kabupaten Karanganyar untuk mengajukan penawaran kerjasama Promosi Wisata.

Adapun bentuk kerjasama dan sharing profitynya sepenuhnya kami serahkan kepada mahasiswa yang kami tugaskan tersebut.

Demikian untuk menjadikan periksa atas perkenannya kami ucapkan terima kasih, semoga kerjasama yang baik ini akan tetap terjadi di masa yang akan datang.

KEPALA DINAS PARIWISATA DAN KEBUDAYAAN
KABUPATEN KARANGANYAR

Drs. T A R S A, MPd
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