CHAPTER II

A. Company Profile of Dinas Pemuda, Olahraga, Pariwisata, dan Kebudayaan
Sukoharjo

Sukoharjo has a tourism office called Dinas Pemuda, Olahraga, Pariwisata, dan Kebudayaan or Youth, Sport, Tourism, and Culture Department of Sukoharjo (DPOPK), as the one of the institutions which handles youth, sport, tourism, and culture in Sukoharjo Regency. It is located on Jl. Veteran no. 9 Sukoharjo. It was established in 2009 by local government regulation of Sukoharjo Regency no 51, 2007 about organization and administration of Sukoharjo Regency.

As one of the strategic regencies in Central Java which has many tourist attractions, Sukoharjo has many tourism attractions that attract people to visit and enjoy the city. Tourism becomes one of sectors that must be developed well in Sukoharjo Regency. DPOPK Sukoharjo has important role to develop the tourist attractions in Sukoharjo. The main functions of DPOPK Sukoharjo are as follows:

1. Formulating technical policy in the youth, sports, tourism and culture sector.
2. Implementing the government and public services affairs in the youth, sports, tourism and culture sector.
3. Training and implementing of tasks in the youth, sports, tourism and culture sector.

The other main duty of DPOPK is to carry out the affairs of local government based on the regional autonomy and support duties in the youth, sports, tourism and culture sector.

1. Vision

Producing the quality of human resources which are religious, healthy, patriotic, cultured, intelligent, and creative and developing the tourist destinations based on the local people.

2. Mission

a. Developing potential of youth, sports, tourism and culture sector which have global competitiveness.
b. Conserving, monitoring and developing the heritage site and archeology, moral cultural, art and film.
c. Improving the quality of human resources in youth, sports, tourism and culture sectors.
d. Developing the image of Sukoharjo regency through youth, sports, tourism and culture sectors.
e. Improving and building the structure and infrastructure in youth, sports, tourism and culture sectors.
f. Improving cultural performance, object and tourist attractions and tourism market.
g. Improving empowerment and potentials usage of youth, sports, tourism and culture for the citizen welfare.
h. Improving the cooperation of youth, sports, tourism and culture sector between interactors, inter-sectors, and inter-regions.

C. Departments

There are six departments of Dinas Pemuda, Olahraga, Pariwisata dan Olahraga (DPOPK) Sukoharjo. The departments are organized as follows:
1. Official head

2. Secretary, consisting of:
   a. Program Subdivision
   b. Financial Subdivision
   c. General and Employee subdivision

3. Youth Division, consisting of:
   a. Youth Insight and Endurance Subdivision
   b. Youth Empowerment Subdivision
   c. Youth Business Subdivision

4. Sport Division, consisting of:
   a. Society Participation Subdivision
   b. Management Subdivision

5. Tourism Division, consisting of:
   a. Development and Production Subdivision
   b. Marketing and Promotion Subdivision
   c. Objects and Tourist Attraction Subdivision

6. Culture Division, consisting of:
   a. Culture and Art Subdivision
   b. Archeological and History Subdivision
D. Promotion

Promotions are communications and transfer of messages done by either companies or intermediaries with the purpose of providing information on product, price and place. The information used to report, persuade, and remind consumers, intermediaries or combination
both. In the promotion, there are some elements that support the path of promotion which is commonly called the promotion mix.

The most important factor in determining the promotion mix is identifying the target market. This can be determined through extensive market research. Once a company knows its target market, it can then research its use of various media outlets in order to come up with the best combination of marketing materials to reach the defined target.

As we know that promotion needs budget, the size of the promotional budget will greatly influence the chosen mix as well. Television advertising can be very costly and, therefore, may not be a feasible option for a company with a smaller marketing budget, at least not during prime viewing hours on major networks. Often the amount of money a firm spends on promotional activities will be affected by the product life cycle, general economic conditions, and the competition.

Advertising is a non-personal communication through various media paid by businesses, non-profit organizations and individuals using the advertising messages which are expected to inform or persuade a specific community who read the message. (Dunn and Barban :1996)

1. Advertising Mediums

An advertising medium is a particular method used by a company to publicise its products or services. There are wide variety of different advertising medium that a company choose to use in order to spread its message and appeal to potential customers.

Advertising medium consist of television, print ads, radio, internet, direct mail, and Outdoor and “Out of Home by which promotional messages are communicated to the public using words, speech, and pictures.

a. Television. Television advertising is very expensive form of advertising; television ads can be very appealing due to their visual nature as well as their sound. TV ads can be classified into national, local, and cable advertisements of advertisement. The television network chosen is in accordance with the scope of audiences. The time an advertisement is shown is also an important decision that companies must make in
order to reach the target audience. Budgetary constraints will also be a factor in choosing time slots for advertisements.

b. Print Ads. Print media advertising is a form of advertising that uses physically printed media, such as magazines and newspaper, to reach consumers, business customers and prospects. Print ads are effective because of their visual quality and can be run in many different types of publications. Businesses trying to sell products or services to other businesses will often advertise in trade publications of the industries they are trying to reach. Print ads have a longer life than electronic media ads and are good for telling a story about the value of a product or service.

c. Radio. Although lacking the visual appeal, radio can be an effective medium for reaching target consumers. The average radio listener tunes in for three hours a day, and often on a regular basis. When using radio advertisements, it is necessary to make sure that the company and product or service is clearly identified.

d. Internet. The Internet has become an important electronic medium, and its interactive quality is unique. It permits immediacy of purchase and a high level of convenience. It can be personalized and individualized. The Internet and the World Wide Web are becoming essential tools in an integrated marketing plan and effective tools in sustaining customer loyalty and satisfaction.

e. Direct Mail. Mailing advertisements or promotions directly to people’s homes is another commonly used method of reaching consumers. Direct mail campaigns can be expensive, due to printing and postage costs, but these campaigns can be effective if the mailings reach the right consumers. Often companies will purchase lists of consumers or collect data themselves to build a mailing list. The people on these lists will then be sent targeted mailings.
f. Outdoor and “Out of Home.” Outdoor advertising known as Billboards. Billboards are a popular way of reaching commuters and consumers in a single geographic location. Other forms of outdoor advertising (known as “out of home”) include sports stadium ads, bus shelter posters, or signage on buses and taxis.

2. Advertising Trends
   A very popular way of getting a message across is using celebrity endorsements. Advertising companies are willing to pay expensive in order to hire celebrities to represent their brands.

   a. Sponsorships. This is a well-used form of promotion and advertising that allows the company to buy into a sporting event or activity.

   b. Infomercials. Another trend in advertising is the infomercial. This is an extended television advertisement and usually runs at off-peak hours or on lower-budget television or cable networks. Infomercials are usually at least a half hour long.