

**FINAL REPORT**  
**THE STRATEGY OF *DINAS KEBUDAYAAN DAN PARIWISATA***  
***PROVINSI SUMATERA SELATAN* IN MARKETING AND**  
**PROMOTING TOURISM DESTINATIONS**  
**IN SOUTH SUMATERA**



**This report is presented to complete one of subjects for final report at English  
Department**

**By:**

**RATIH PRATIWI**

**061130900711**

**STATE POLYTECHNIC OF SRIWIJAYA**

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**2014**

**APPROVAL SHEET**  
**FINAL REPORT**

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**By:**

**RATHI PRATIWI**

**061130900711**

**Palembang, March 2014**

**Approved by,**

**Advisor I**

**Advisor II**

**Drs. Sunani, M.M**

**NIP 196305181990032002**

**Koryati, S.Pd., M.Pd.**

**NIP 198108312005012003**

**Acknowledge by,**

**Head of English Department**

**Dra. Tiur Simanjuntak, M.Ed. M.**

**NIP 196105071988032001**

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**By:**

**RATIH PRATIWI**

**061130900711**

**Approved by the examiners committee**

**SIGNATURE**

**Dra. Evi Agustina Sari, M.Pd.**

**NIP. 196708251993032002**

**Drs. M. Nadjmuddin, MA**

**NIP. 196209071988031001**

**Dra. Sri Endah K, M.Pd.**

**NIP. 196612191991032002**

**Herman, S.Pd., M.Pd.**

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

**NIP. 197107012002121001**

**Darminiyanti, S.Pd., MM.**

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**NIP. 0414101001**

**MOTTO AND DEDICATION**

YOU ARE YOUR OWN GREATEST ENEMY IF YOU CAN LOSE YOURSELF  
THEN YOU CAN LOSE EVERYONE

ENJOY AND LEARN FROM THE PROCESS, DO NOT EVER THINK ABOUT  
THE RESULT BECAUSE RESULT DEPENDS ON YOURSELF

**DEDICATED TO:**

MY PARENTS

MY BROTHER

MY ADVISORS

MY LECTURERS

MY BELOVED BEST FRIENDS

MY FRIENDS  
MY INSTITUTION AND MAJORING  
EVERYONE WHO LOVE, CARE, AND KNOW ME

### **PREFACE**

First of all, the writer would like to thank Allah SWT for giving me the opportunity, blessing, and healthy to finish my final report. The title of my final report is “The Role of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in Marketing and Promoting Tourism Destinations in South Sumatera”.

Before the writer finished her final report, she have conducted the observation and interview in *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* to get the data. This report is written to fulfill our requirements of Diploma III at English Department.

The writer realized that this report is still far from being perfect. Therefore, comment and suggestion from all resources are welcomed to make my final report becomes perfect. The writer hope this report can fulfill the requirement of final report

project and be useful for anyone, especially for the students of English Department in State Polytechnic of Sriwijaya.

Palembang, June 2014

The writer

### **ACKNOWLEDGEMENT**

After finishing this final report, the writer will certainly give the biggest “thank you” for some people who have supported, inspired, and help me in writing this final report. The writer would like to mention all of them below:

- My parents who let me continue my education in English Department at State Polytechnic of Sriwijaya, Mr. Umar Sumadi and Mrs. Innah Tarsinah

- Arief Nurachman as my brother who always support me
- Mr. Drs. Sunani, M.M and Mrs. Koryati, S.Pd., M.Pd as my advisors that always give me a lot of advice and knowledge for finishing my final report
- All of English teachers and Administrations staff who always teach, support, and help me.
- Rombongan Mikke as my best friends in class who always care, supports, and help me for finishing my final report. They are Mike Meiserly, Tri Setiani, Oktaliana, Sri Retno Yulastuti, Sri Wulandari, Merlin Indriani, Ria Rosalina, and Elsa Renisha Putri
- Fella Fernita and Lisa Metha Merdiana as my friend from other class who always make me laughed in everytime.
- All of students in English Department State Polytechnic of Sriwijaya and also the members of HMJ English Department 2012
- *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan*, especially Mr. Dadang as staff of marketing and promoting divison who gives me chance to conduct my observation and interview for finishing my final report.
- State Polytechnic of Sriwijaya as my institution who give me knowledge, friends, and experience for three years
- Perusahaan Gas Negara (PGN) who give me the scholarship for a year.
- And everyone who loves, cares, and knows me. Sorry I can not mention all of you guys. Big thanks for helping me.

## **ABSTARCT**

**THE STRATEGY OF *DINAS KEBUDAYAAN DAN PARIWISATA PROVINSI*  
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**(RATIH PRATIWI, 2014, 38 pages)**

The title of final report is “The Strategy of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in Marketing and Promoting Tourism Destinations in South Sumatera”. This final report had two problems, and they are “What is the strategy of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Sleatan* in marketing and promoting tourism destinations in South Sumatera?” and “What are the obstacles that Tourism Department might find in marketing and promoting tourism destinations in South Sumatera?”. There were two purposes; the purposes were to identify the role of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promotion tourism destination in South Sumatera by the strategy that already used and to learn and explain the obstacle of of *Dinas Kebudayaan dan Pariwisata Provinsi Sumatera Selatan* in marketing and promotion tourism destination in South Sumatera. In collecting the data, the writer used a descriptive method by qualitative approach. Then, the writer conducted the observations, interview, and documentation for collecting the data. Finally, the writer got the result that there were six strategies that conducted by them. They were advertising, print and distribution, consumer promotion, personal selling, public relation and publicity, and personal selling. It proved the role of *DKPPSS* in marketing and promoting. And there were two obstacles that faced by *DKPPS* when conducted the strategies in marketing and promoting tourism destinations in South Sumatera.



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