

**APPROVAL SHEET
FINAL REPORT**

**ANALYZING TOURISM MARKETING STRATEGY
IN 2014 AND 2015 OF TOURISM AND CULTURE DEPARTMENT OF
BATURAJA**



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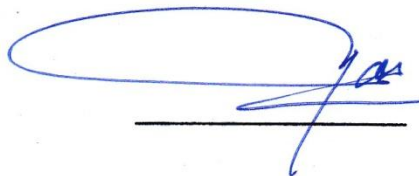
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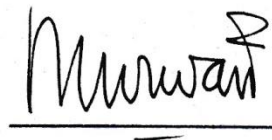
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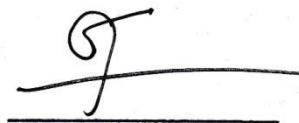
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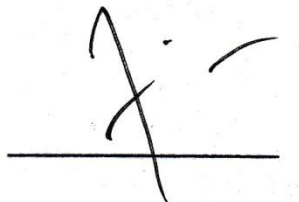
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STATE POLYTECHNIC OF SRIWIJAYA

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PREFACE

First of all, the writer would like to thank to God Almighty that has given a strength to the writer so that the writer could finish this final report. This final report is entitled “Comparing tourism Marketing Strategy between 2014 and 2015 of Tourism and Culture Department of Baturaja ”. This report is written to fulfill the requirement of Diploma III curriculum at State Polytechnic of Sriwijaya.

In arranging this paper, the writer realized there are lots of challenges and weaknesses but with suggestions of many individuals, those challenges and weaknesses could be passed well. Therefore, any suggestion and critics are always welcome. The writer also expects that this report can give advantages for readers, especially the students of English Department at State Polytechnic of Sriwijaya.

Palembang, July 2016

The Writer

ACKNOWLEDGEMENT

Praise to Almighty God, who has given the grace and guidance. Finally on instructions and His guidance I can finish this Final report. This study is one of the requirements to obtain the title of associate experts in English Department, state of Polytechnic Sriwijaya .With all humility, the writer realized that the completion of this writing is inseparable from the support and cooperation of the various parties. Therefore, the authors express our appreciation and gratitude to:

1. My parents both father and mother who always guide and support my moral and spiritual, thank you for everything.
2. Drs Nadjmuddin, MA, Head of English Department of State Polytechnic of Sriwijaya.
3. Dra. Tiur Simanjuntak, S.Pd, .M.Pd. as the main advisor in this Final Report for the wisdom and assistance during the preparation of this Final Report.
4. Mr. Herman, S.Pd., M. Pd as the second advisor in this Final Report for the wisdom and assistance during the preparation of this Final Report.
5. All the friends who always accompany me and learn together.
6. Thanks also to all those who have helped in completing this Final Report.

The writer is fully aware though has tried as much as possible in this final report is still far from perfect remembered the limited ability of the writer. But the writer hope this Final Report can provide benefits and contributed the knowledge to the development of tourism for the present and in the future.

Palembang, July 2016

Ester Tinauli Herawaty Gultom

MOTTO AND DEDICATION

Motto:

“A Big Journey Begins With Little Step”

This final report dedicated to:

Almighty God

My beloved parents

My beloved sister and brothers

My beloved classmates 6 BD class

My lecturers in English Department at State Polytechnic of Sriwijaya

ABSTRACT

Ester Tinauli Herawaty Gultom, 2016. NIM 061330901413. Analyzing Tourism Marketing Strategy in 2014 and 2015 of Tourism and Culture Department of Baturaja.

This report discusses about Comparing Tourism Marketing Strategy between 2014 and 2015 of Tourism and Culture Department of Baturaja. The purposes of this report were to find out the comparison of Tourism Marketing Strategy between 2014 and 2015 and to find out which year produced more visitors.

This study used descriptive qualitative method. The techniques of collecting data are interviews, document study and observation. The result shows strategic plan undertaken by the Department of Tourism and Culture of Baturaja in 2015 produced more visitors than 2014. In conclusion the marketing strategy undertaken by the Department of Tourism and Culture of Baturaja already showed good results although it is not maximized.

TABLE OF CONTENT

TITLE SHEET	i
APPROVAL SHEET	ii
PREFACE	iii
ACKNOWLEDGEMENT	iv
MOTTO AND DEDICATION	v
ABSTRACT	vi
TABLE OF CONTENT	vii
CHAPTER I INTRODUCTION	
1.1 Background	1
1.2 Reasearch Focus.....	3
1.3 Problem Formulation.....	3
1.4 Objectives	3
1.5 Research Benefits	3
CHAPTER II LITERATURE REVIEW	
2.1 Marketing Strategies	4
2.2 Definition of Marketing Mix.....	5
2.3 Tourism Marketing.....	6
CHAPTER III RESEARCH METHODOLOGY	
3.1 Research Methodology.....	13
3.2 Place of Research	13
3.3 Technique for Colecting Data.....	13
1. Observation	13
2. Documentation	14
3.4 Techniques for Analyzing Data	15
1. Data collected through observation and documentation.....	15
2. Data Reduction	16
3. Data Presentation	16
4. Data conclusion.....	16
CHAPTER IV FINDING AND DISCUSSION	
4.1 Findings.....	17

4.1.1	The Tourism Atraction in Baturaja	17
4.1.2	Tourism Marketing Strategies to market tourism in Baturaja	21
4.2	Discussion.....	21
4.2.1	Analysis of Strategies Achievement of 2014.....	21
4.2.2	Analysis of strategies Achievement of 2015	25
4.2.3	Analysis of Data of Tourist Visits in 2014 and 2015	28
 CHAPTER V CONCLUSION AND SUGGESTION		
A.	Conclusion	29
B.	Suggestion	29
 REFERENCES		30.
APPENDICES.....		