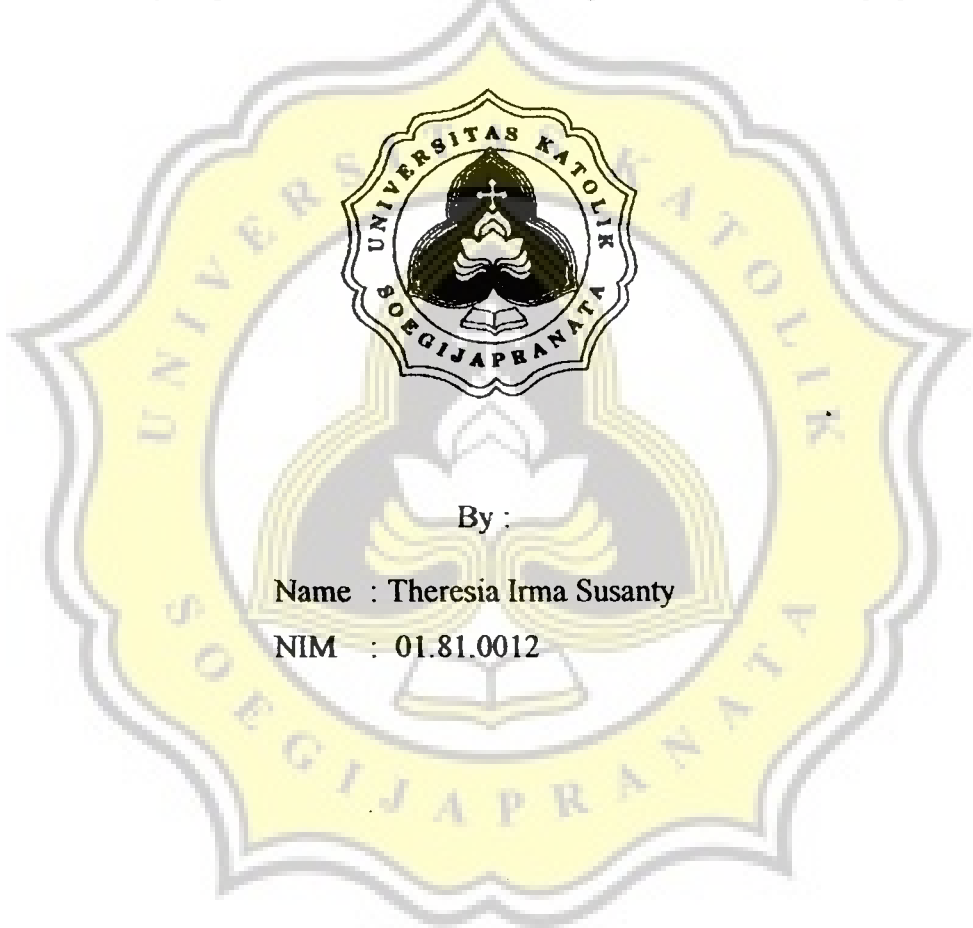


**MARKETING ACTIVITIES DONE BY AMBARAWA RAILWAY
MUSEUM MANAGEMENT**

Final Paper

**A report submitted to the Faculty of Letters, Soegijapranata Catholic
University in partial fulfillment of the requirements for final paper**



By :

Name : Theresia Irma Susanty

NIM : 01.81.0012

**DIPLOMA III PROGRAM IN ENGLISH LANGUAGE
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG**

2004



FINAL PAPER APPROVAL

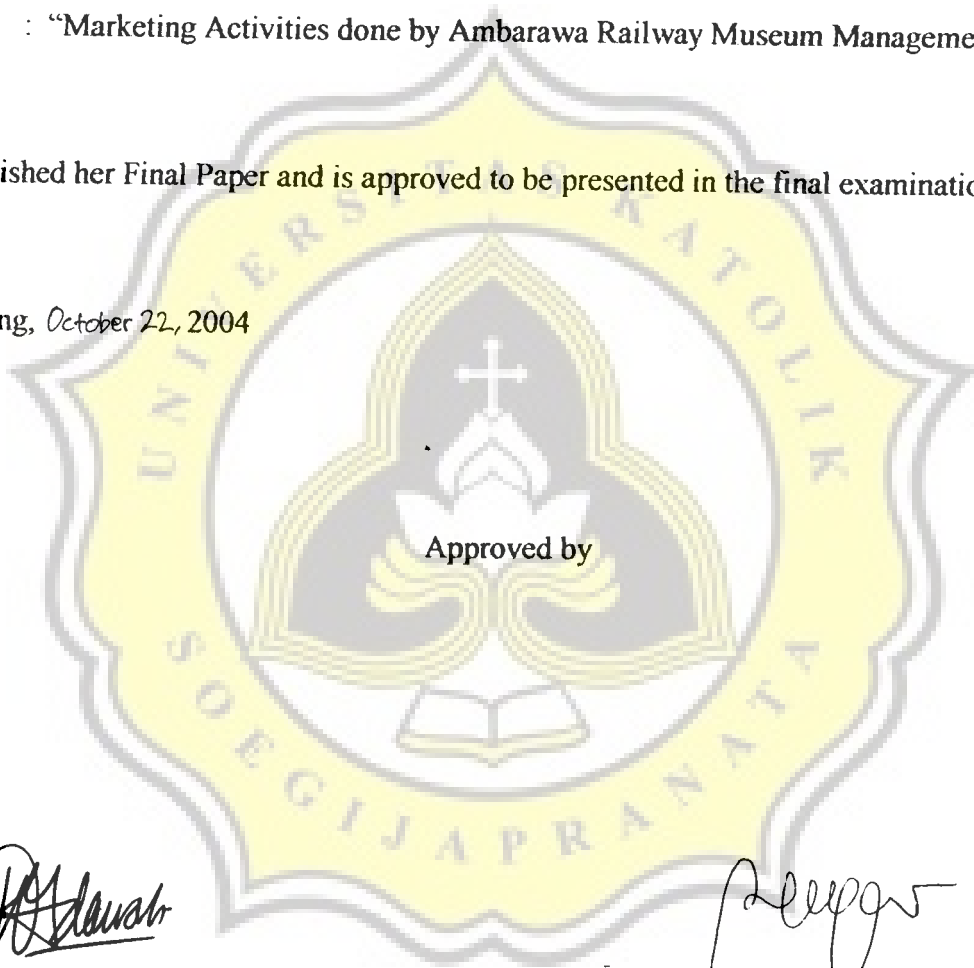
Name : Theresia Irma Susanty

NIM : 01.81.0012

Title : "Marketing Activities done by Ambarawa Railway Museum Management."

Had finished her Final Paper and is approved to be presented in the final examination.

Semarang, October 22, 2004



Emilia Ninik Aydawati SP

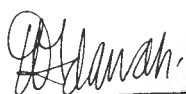
Content Advisor

Angelika Riyandari, SS, MA

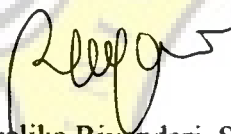
Language Advisor

The paper was presented in front of The Board of Examiners at the Faculty of Letters, Soegijapranata Catholic University Semarang

Board of Examiners,



Emilia Ninik A, SP
First Examiner



Angelika Riyandari, SS, MA
Second Examiner



Dra. RM. Sri Suryaningsih, MA
Third Examiner

Approved by

Dean



Dra. Cecilia Titiek Murniati, MA

ACKNOWLEDGMENT

First of all, I would like to thank Lord for His mercy, blessing and guidance in my life especially in accomplishing my final paper.

Second, I would like to express my deepest gratitude to many people who have given their worthy time and ideas to support me to complete this report:

1. Dra Cecilia Titiek Murniati, MA, the Dean of the Faculty of Letters.
2. Dra. RM. Sri Suryaningsih, MA, my counselor.
3. Emilia Ninik A, SP the Content advisor of this report and the head coordinator of the work experience program and academic advisor.
4. Angelika Riyandari, SS,MA the language advisor of this report.
5. Mr. Dono, the manager of Ambarawa Railway Museum.
6. All staffs at Ambarawa Railway Museum.
7. All of the lecturers in Faculty of Letters, Soegijapranata Catholic University

Further, I would sincerely thank:

1. My dear father and mother for their support and pray.
2. My beloved brothers and sister, Agung, Leo, and Widya for unending support and inspiration.
3. All my friends, Cyril, Cecil, Luna, Lisa, Sotya, Woro, Memet, Christ, and Wati for their kindness, beautiful friendship and unforgettable moment.

In addition to this, realizing my limitation, this final paper may contain weakness. Therefore, I invite criticism and constructive suggestions. Finally, I hope that this writing would be useful for the readers.

The Writer

TABLE OF CONTENT

TITLE PAGE	i
PAGE OF APPROVAL	ii
ACKNOWLEDGMENT	iii
TABLE OF CONTENT	v
LIST OF APPENDICES	vi
CHAPTER I INTRODUCTION.....	1
1.1. Background of Choosing the Subject.....	1
1.2. The Objectives of The Study.....	1
1.3. The Scopes of The Study	2
1.4. Review of the Literature.....	2
CHAPTER II COMPANY'S PROFILE OF AMBARAWA RAILWAY MUSEUM	11
2.1. The History of Railway Construction in Central Java	11
2.2. A Brief Story of Ambarawa Railway Museum.....	13
2.3. The Structure of the Organization.....	15
2.4. Job Description.....	16
CHAPTER III RESULT AND DISCUSSION.....	17
CHAPTER IV CLOSING.....	27
4.1. Conclusions	27
4.2. Suggestions.....	28
BIBLIOGRAPHY	

LIST OF APPENDICES

- Appendix 1 21 Steam Locomotives Description
- Appendix 2 Some collections of Unique and Ancient Equipments
of Ambarawa Railway Museum.....
- Appendix 3. Pictures of 21 Steam Locomotives.....
- Appendix 4 Articles about Ambarawa Railway Museum in the mass media
- Appendix 5 Interview Guide.....

