THE MARKETING STRATEGY OF PANORAMA WISATA ENTERPRISE TO INCREASE SERVICE QUALITY

WORK EXPERIENCE REPORT

By:
RUFAIDA WAHYU SETYANINGRUM
02.81.0013

DIPLOMA III PROGRAM ENGLISH LANGUAGE
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2007
THE MARKETING STRATEGY OF PANORAMA WISATA ENTERPRISE TO INCREASE SERVICE QUALITY

WORK EXPERIENCE REPORT

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

By:
RUFAIDA WAHYU SETYANINGRUM
02.81.0013

DIPLOMA III PROGRAM ENGLISH LANGUAGE
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
LEMBAR PERSETUJUAN

LAPORAN PRAKTEK KERJA LAPANGAN

Nama : Rufaida Wahyu Setyaningrum
NIM : 02.81.0013
Judul Laporan : ” The Marketing Strategy Of Panorama Wisata Enterprise To Increase Service Quality ”

Telah selesai menyusun Laporan Praktek Kerja Lapangan dan dinyatakan layak untuk dinilai.

Semarang, Desember 2006

Menyetujui

Drs. Mengku Marhendi M.Par
Dosen Pembimbing Utama

Emilia Ninik A. SP
Dosen Pembimbing Pendamping
FOREWORDS

First of all, the writer would like to thank God for His blessing and His kindness so that the writer could finish this work experience report. It is written in partial fulfillment of Ahli Madya degree in the Faculty of Letters, Soegijapranata Catholic University Semarang.

Second, the writer 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. Henny. Hartono, SS, MA, as the Dean of Faculty of Letters of Soegijapranata Catholic University in Semarang.
2. Drs. Mengku Marhendi, Mpar, the Content Advisor of this report for his correction, patience, and support in helping the writer finishing this report.
3. Emilia Ninik Aydawati A, M.Hum, the secretary of Diploma III program and the language advisor of this report for her notes, kindness and support.
4. All of the lectures at Faculty of Letters, Soegijapranata Catholic University.
5. Mr. Pandu Satyabrata. ST, the manager of Panorama Wisata Enterprise for giving the writer opportunity to have Job Training in the company.
6. All staffs at Panorama Wisata Enterprise.
7. The writer's family, who has supported, prayed for and loved the writer all the time.
8. All of her friends in D3 2002, thanks for everything.

In addition, considering her limitation, the writer realizes that this report may contain weakness. Therefore, the Writer invites critic as well as suggestion in order to improve this writing. Hopefully, this writing will be useful for the readers.

Semarang, December 2006

Rufaida.Wahyu. Setyaningrum
CONTENTS

Page:

COVER ................................................................. i
TITLE PAGE ......................................................... ii
ACCEPTANCE ....................................................... iii
FOREWORDS ......................................................... iv
CONTENS ............................................................. v
LIST OF APPENDICES............................................... vii

CHAPTER I: INTRODUCTION ........................................ 1
  1.1 Background of The Work Experience .......................... 1
  1.2 Objective of Work Experience ................................. 3
  1.3 Time and Preliminary Procedure of Work Experience ...... 3
  1.4 The Main Field of Work Experience .......................... 4

CHAPTER II COMPANY’S PROFILE OF PANORAMA WISATA
  ENTERPRISE TOURS AND TRAVEL .............................. 5
  2.1 Name of Institution ............................................. 5
  2.2 Location .......................................................... 5
  2.3 Type of Business ............................................... 5
  2.4 Field of Business ............................................... 5
  2.5 History of Company ............................................. 5
  2.6 The Structure of Organization ................................ 6
  2.7 Job Description .................................................. 7
<table>
<thead>
<tr>
<th>Chapter Title</th>
<th>Page</th>
</tr>
</thead>
<tbody>
<tr>
<td>CHAPTER III : WORK EXPERIENCE TIME TABLE AND ACTIVITIES...</td>
<td>8</td>
</tr>
<tr>
<td>CHAPTER IV : OBSERVATION..........................</td>
<td>12</td>
</tr>
<tr>
<td>4.1 Supporting Factor ................................</td>
<td>12</td>
</tr>
<tr>
<td>4.2 Impeding Factor ..................................</td>
<td>12</td>
</tr>
<tr>
<td>CHAPTER V : CONCLUSION AND SUGGESTION ............</td>
<td>13</td>
</tr>
<tr>
<td>5.1 Conclusion .........................................</td>
<td>13</td>
</tr>
<tr>
<td>5.2 Suggestion ..........................................</td>
<td>13</td>
</tr>
<tr>
<td>BIBLIOGRAPHY ............................................</td>
<td>14</td>
</tr>
</tbody>
</table>
LIST OF APPENDICES

Appendix 1. Plan from of Work Experience Diploma III Program In English Language, Faculty of Letters

Appendix 2. Permission form to the Company

Appendix 3. Brochure of PANORAMA WISATA ENTERPRISE

Appendix 4. Tour Package

Appendix 5. Tour Itinerary (Bali)

Appendix 6. Quotation Form (Bali)

Appendix 7. Format of tour package (Offering Letter, Tour itinerary, Leaflet, Quotation form)