PROMOTION ACTIVITIES DONE BY AMBARAWA RAILWAY MUSEUM TO INCREASE THE NUMBER OF TOURIST VISIT

FINAL PAPER

By:

DANANG RISTIAWAN
02.81.0023

DIPLOMA III IN ENGLISH LANGUAGE
FACULTY OF LETTERS
SOEGIJAPRANATA CATHOLIC UNIVERSITY
SEMARANG
2008
Name: DANANG RISTIAWAN

Nim: 02.81.0023

Title: PROMOTION ACTIVITIES DONE BY AMBARAWA RAILWAY MUSEUM TO INCREASE THE NUMBER OF TOURIST VISIT

Had finished his final paper and is approved to be presented in the final examination.

Semarang, September 1, 2008

Approved by

Drs. Antonius Suratno, MA
Content advisor

Emilia Ninik Aydawati, S.P
Language advisor
The paper was presented in front of the Board of Examiner at Faculty of Letters Soegijapranata Catholic University on September 1 2008.

Board of Examiner,

Dra. R.M. Sri Suryaningsih, MA
First Examiner

Emilia Ninik Aydawati, S.P
Second Examiner

Drs. Antonius Suratno, MA
Thurd Examiner

Dean of Faculty of Letters,

Heny Hartono, SS., M.Pd
058.1.1998.221
ACKNOLEDGEMENT

Praise and thank to Jesus Christ who gave me mercy and guidance so I’m able to finish this report.

The writer would like to express his sincere gratitude to the following people who have helped him in finishing this Final Paper:

1. Heny Hartono,SS.,M.pd, the Dean of Faculty of Letters
   Soegijapranata Catholic University Semarang
2. Drs. Antonius Suratno, MA As the content advisor
3. Emilia Ninik, M.hum As the language advisor

Further, the writer would sincerely thank to:
1. Mr. Sudono As Head Director of Ambarawa Railway Museum
2. All Staff at Ambarawa Railway Museum
3. My Family who gave me support
4. Rismawati Simarmata who gave me support and guidance
5. All my friend who gave me support
6. I hope Lord Jesus Christ bless them all
TABLE OF CONTENT

Title .................................................................................................................................................. iii
Final Paper Approval ...................................................................................................................... i
Acknowledgment ............................................................................................................................ iii
Table of Content .............................................................................................................................. iv
CHAPTER I INTRODUCTION ...........................................................................................................1
  1.1. Background.............................................................................................................................1
  1.2. Objective of study....................................................................................................................2
  1.3. The Scope of Study..................................................................................................................2
  1.4. Review of The Literature........................................................................................................2
      1.4.1 Definition of marketing......................................................................................................2
      1.4.2 Purpose and Function of Promotion....................................................................................3
      1.4.3 Tourism Marketing..............................................................................................................4
      1.4.4 Promotion/Marketing Tourism Product.............................................................................5
      1.4.5 The Promotion/Marketing Process....................................................................................5
      1.4.6 Promotion/Marketing Activities.........................................................................................9
  1.5. Method of data collection and data analysis.........................................................................10
      1.5.1 The Location.....................................................................................................................10
      1.5.2 Method of Data Collection...............................................................................................10
      1.5.3 Method of Data Analysis..................................................................................................11
  1.6. The Outline of Final Paper.....................................................................................................11
CHAPTER II COMPANY PROFILE ......................................................................................................13
  2.1. History of railway construction in central java.................................................................13
  2.2. A Brief Story of Ambarawa Railway Museum.....................................................................15
  2.3. The development of Guiding Service at Ambarawa Railway Museum...............................18
  2.4. The Structure of the Organization..........................................................................................19
CHAPTER III RESULT AND DISCUSSION .........................................................................................22
  3.1. Sales Promotion.......................................................................................................................23
  3.2. Personal selling.......................................................................................................................28
  3.3. Advertising ..............................................................................................................................29
3.4. Publicity ................................................................. 30

CHAPTER IV CLOSING ....................................................... 31
4.1. Conclusion .............................................................. 31
4.2. Suggestion .............................................................. 32

BIBLIOGRAPHY ............................................................... 34

LIST OF APPENDIX