

**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**



FAKULTAS SASTRA UNIVERSITAS KATOLIK SOEGIJAPRANATA
Jl. Pawiyatan Luhur IV/1, Bendan Duwur Semarang–50234
Telp. (024) 8316142-8441555 (Hunting)
Fax. (024) 8415429 E-Mail:unika@semarang.wasantara.net.id Po. Box. 8033/SM
Badan Hukum : Yayasan Sandjojo

FINAL PAPER APPROVAL

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

Aproved by

Drs. Antonius Suratno,MA
Content advisor

Emilia Ninik Aydawati, S.P
Language advisor

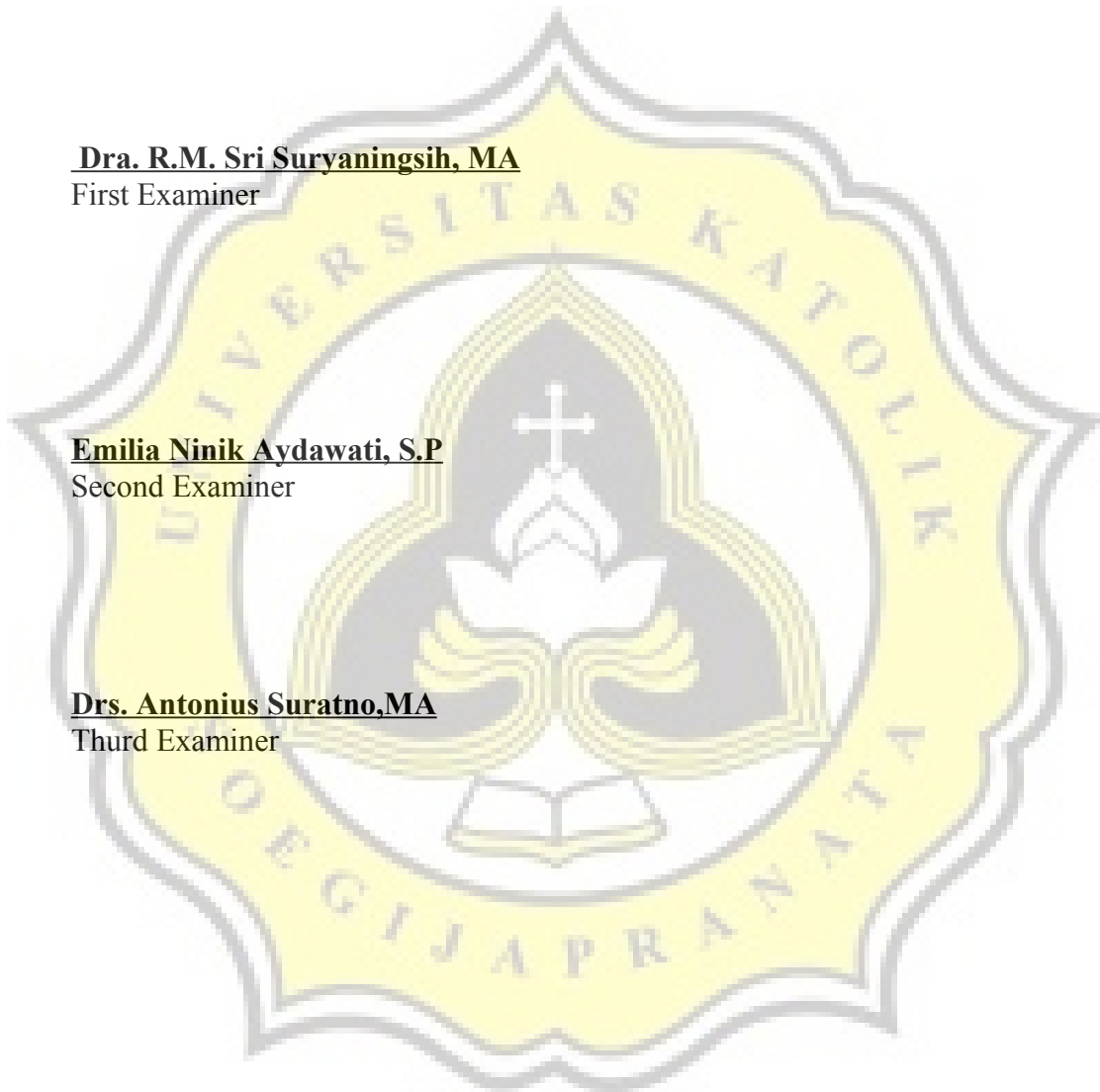
The paper was presented in front of the Board of Examiner at Faculty of Letters Soegijapranata Catholic University on September 1 2008.

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,

Henry Hartono,SS.,M,Pd

058.1.1998.221

ACKNOWLEDGEMENT

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
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	

