

**THE ACTIVITY AND MEDIA OF PUBLICATION IN SEMARANG TOURISM OFFICE**

**FINAL PAPER**



By

**Name : Leny Chrisanti**

**NIM : 04.81.0009**

**DIPLOMA III PROGRAM IN ENGLISH LANGUAGE  
FACULTY OF LETTERS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG  
2007**

**THE ACTIVITY AND MEDIA OF PUBLICATION IN SEMARANG TOURISM OFFICE**

**FINAL PAPER**

**A report submitted to the Faculty of Letters Soegijapranata Catholic University  
In a Partial Fulfillment of the Requirements for Ahli Madya in English Language**

**By**

**Name : Leny Chrisanti**

**NIM : 04.81.0009**



**DIPLOMA III PROGRAM IN ENGLISH LANGUAGE  
FACULTY OF LETTERS  
SOEGIJAPRANATA CATHOLIC UNIVERSITY  
SEMARANG  
2007**

### **ACKNOWLEDGEMENT**

Thanks to God for always be with the writer while the writer was completing on

the final paper for finished her study at Faculty of Letters Soegijapranata Semarang. Finally, the writer has been able to finish this final paper successfully. The writer hopes, this report is useful. The writer's thanks also go to the lecturers of the Faculty of Letters, Soegijapranata Catholic University and the others who gave guided and contributed their valuable knowledge so that writer was able to complete this report:

1. Mrs. Heny Hartono, SS, M. Pd, the Dean of Faculty of Letters of Soegijapranata Catholic University.
2. Emilia Ninik Aydawati, Sp, the Content Advisor of this report.
3. GM. Adhyanggono, SS, MA, the Language Advisor of this report.
4. Mr. Drs. H. Agus Sudarmadji, as the head of Semarang Tourism Official, for giving the writer an opportunity to have on job training in his office.
5. All staff of Semarang Tourism Official.
6. My parents, my relatives and my beloved friends.

The writer realizes there are some weaknesses in this report. Therefore, the writer invites critics and constructive suggestion. Hopefully, this writing will be useful for the readers and for tourism business to increase service in tourism.

Semarang, July, 2008

The Writer,

Leny Chrisanti

## TABLE OF CONTENT

TITLE.....	i
ACKNOWLEDGEMENT.....	ii
CONTENT .....	iii

CHAPTER I INTRODUCTION.....	1
1.1 Background of Study.....	1
1.2 Objectives of the Study.....	1
1.3 Scope of Study.....	2
1.4 Review of Literature.....	2
1.5 Method of Data Collection and Data Analysis.....	7
1.6 The Outline of Final Paper.....	8
CHAPTER II COMPANY'S PROFILE.....	3
2.1 The histories of Semarang Tourism Office.....	3
2.2 The Mission of Semarang Tourism Office.....	4
2.3 The Vision of Semarang Tourism Office.....	4
2.4 The purposes of Semarang Tourism Office.....	4
2.5 The main duties and the function of Semarang Tourism Office.....	5
2.6 The organization structure of Semarang Tourism Office.....	5
2.7 The duties and the functions of Tourism Office organization.....	6
2.8 About Semarang Tourism Office.....	8
CHAPTER III RESULT AND DISCUSSION.....	16
3.1 Method of Publication.....	16
3.2 Kinds of Publication in Semarang Tourism Office.....	19
3.3 Kinds of Publication Media used by Semarang Tourism Office.....	21
3.4 Challenging Factors in Publication.....	23
3.5 The Objectives of Publication in Semarang Tourism Office.....	25
CHAPTER IV CLOSING.....	26
4.1 Conclusion.....	26
4.2 Suggestion.....	27
BIBLIOGRAPHY	
LIST OF APPENDIX	