

TABLE OF CONTENTS

LEMBAR PENGESAHAN	iii
PERNYATAAN BEBAS PLAGIASI	iv
ACKNOWLEDGEMENT	v
ABSTRAK.....	vi
ABSTRACT.....	vii
TABLE OF CONTENTS.....	viii
LIST OF FIGURES	xi
LIST OF TABLES	xiii
CHAPTER 1	1
INTRODUCTION	1
1.1. Background of Study.....	1
1.2. Objectives of Study	2
1.3. Scopes of Study.....	2
1.4. Methods of Study	3
1.4.1. Interview	3
1.4.2. Field Study.....	3
1.4.3. Note Taking and Recording.....	4
1.4.4. Library Study	4
1.4.5. Documentation.....	4
1.5. Presentation	5
CHAPTER 2	6
PROFILE OF SAM POO KONG TEMPLE	6
2.1. History of Sam Poo Kong Temple	6
2.1.1. Profile of Sam Poo Kong Temple Foundation	7
2.1.2. Profile of PT.Samudra Perkasa Kharisma	7
2.2. Vision and Mission.....	8



2.3. Organizational Structure	9
2.4. Divisions.....	10
2.4.1. Finance.....	10
2.4.2. Marketing or Customer Relationship	10
2.4.3. IT (Information Technology) Support	11
2.4.4. General Affair.....	11
2.4.5. Tour Guiding	12
2.4.6. Store Division	12
2.4.7. Costume Division	12
2.4.8. Cashier	12
2.4.9. Ticketing Division	13
2.4.10. Security.....	13
2.5. Facilities of Sam Poo Kong Temple	13
2.5.1. Operational Building	13
2.5.2. Toilet.....	13
2.5.3. Food Court.....	14
2.5.4. Mosque	15
2.5.5. Information and Tour Guiding Center.....	15
2.5.6. Costume Photo Booth.....	15
2.5.7. Store.....	16
2.5.8. Multipurpose Hall.....	16
2.5.9. Health Center	17
2.5.10. Parking Area	17
2.5.11. ATM (Automated Teller Machine)	18
CHAPTER 3	19
SAM POO KONG TEMPLE SEMARANG TOURISM PROMOTION STRATEGIES	19
3.1. Setting the Target Market.....	19



3.1.1. School or University	19
3.1.2. Hotel	22
3.1.3. EO (Event Organizer)	23
3.1.4. ASITA (Association of the Indonesian Tours and Travel Agencies)	24
3.2. Publishing Sam Poo Kong to Public	25
3.2.1. Printed Media: Brochure, Poster, Newspaper	25
3.2.2. Digital Media	29
3.2.3. E-Commerce: Traveloka	33
3.3. Looking for Stakeholder	40
3.4. The Events in Sam Poo Kong	41
3.4.1. The Events was Held in February 2019	41
3.4.2. Weekly Events	53
3.4.3. Annual Events	55
CHAPTER 4	56
CONCLUSION	56
4.1. Conclusion	56
4.2. Suggestion	57
WORKS CITED	58
APPENDICES	59
Appendix 1:	60
LIST OF INFORMANTS	60
Appendix 2:	61
LIST OF QUESTIONS	61
Appendix 3:	62
CURRICULUM VITAE	62
Appendix 4:	64
LOG BOOK	64