

## TABLE OF CONTENTS

<b>COVER</b> .....	i
<b>APPROVAL SHEET</b> .....	iii
<b>STATEMENT OF ORIGINALITY</b> .....	iv
<b>DEDICATION SHEET</b> .....	v
<b>MOTTO</b> .....	vi
<b>ACKNOWLEDGMENT</b> .....	vii
<b>INTISARI</b> .....	viii
<b>ABSTRACT</b> .....	ix
<b>LIST OF PICTURES</b> .....	xiv
<b>LIST OF FIGURES</b> .....	xvi
<b>LIST OF ABBREVIATIONS</b> .....	xvii

### CONTENTS

#### CHAPTER 1: INTRODUCTION

1.1	Background of Study .....	1
1.2	Objectives of Study.....	3
1.3	Scope of Study .....	3
1.4	Methods of Study.....	3
	1.4.1 Methods of collecting the data.....	3
	1.4.2 Methods of analyzing the data.....	4
1.5	Presentation.....	4

#### CHAPTER 2: PROFILE OF THE COMPANY

2.1	Location and appearance.....	5
2.2	Vision and mission .....	7
2.3	Function of Tourism Information Service.....	7
2.4	Organization structure .....	8
2.5	Job description of Head of Tourism Information Service.....	8
	2.5.1 General Task of Head of Tourism Information Service .....	9
	A. Position outline .....	9
	B. List of Position's tasks .....	9
	2.5.2 Data analyst and information.....	10

	A. Position outline .....	10
	B. List of Position's tasks .....	10
2.5.3	Information and documentation organizer .....	11
	A. Position outline .....	11
	B. List of Position's tasks .....	11
2.6	Programs of Tourism Information Service.....	11
2.6.1	The production of Souvenirs for Tourism Promotion Material...11	
2.6.2	The production of Tourism Promotion Media.....13	
2.6.3	The production of Printed media for Tourism Promotion Material .....	15

### **CHAPTER 3: THE MAKING PROCESS OF EXPLORING JOGJA MAGAZINE AS A PROMOTION MEDIA IN YOGYAKARTA TOURISM AUTHORITY**

3.1	General description of Exploring Jogja Magazine .....	23
3.2	The production process of EJM 2 <sup>nd</sup> edition of 2016 .....	24
3.2.1	Crew of Exploring Jogja Magazine.....	24
	a. Chief Editor.....	25
	b. Deputy Editor.....	26
	c. Managing Editor .....	26
	d. Editor.....	27
	e. Copy Writer .....	27
	f. Editor for language .....	27
	g. Graphic Design .....	28
	h. Photographer .....	28
	i. Printing crew .....	29
	j. Administrations.....	29
	k. Publisher .....	29
3.2.2	General information in magazine production.....	30
3.2.3	The Stages in Making Process of Exploring Jogja Magazine.....	31
	3.2.3.1 Pre-Production.....	31
	3.2.3.1.1 The making of team work .....	32

3.2.3.1.2	Coordination Meeting.....	32
3.2.3.1.3	Meeting for material .....	32
3.2.3.1.4	Draft discussion meeting.....	33
3.2.3.1.5	The discussion on the rubric content .....	33
	a. Editorial.....	33
	b. Heritage.....	34
	c. Adventure.....	34
	d. Culinary.....	34
	e. Tourism village .....	35
	f. Jogja tourism map.....	35
	g. Craft and souvenir.....	35
	h. Edutainment .....	35
	i. Nature.....	36
	j. Jogja on the spot .....	36
	k. Culture.....	37
3.2.3.1.6	News Coverage .....	37
3.2.3.1.7	Article Writing.....	38
3.2.3.1.8	Article Editing.....	38
3.2.3.1.9	Magazine Designing .....	39
	a. The choosing of frame page .....	40
	b. The text placement .....	40
	c. The photo placement .....	41
	d. Deciding the number of column.....	42
	e. The font type selection .....	42
	f. The font size selection.....	43
	g. Page identity placing .....	43
	i. Designing the cover.....	43
3.2.3.1.10	Making Proofs.....	44

3.2.3.2 Production Stage.....	45
A. Print and bindery.....	45
3.2.3.3 Post-production Stage.....	46
<b>CHAPTER 4 : CONCLUSION</b>	
4 Conclusion .....	47
<b>REFERENCES.....</b>	<b>48</b>
<b>APPENDICES</b>	
Appendix 1. List of informants.....	49
Appendix 2. List of interview questions.....	50
Appendix 3. Curriculum vitae.....	51
Appendix 4. Certificate.....	52
Appendix 5. Logbook .....	53