CHAPTER II

THE BUSINESS OF PT. DAGO WISATA INTERNATIONAL

This chapter is focused on general explanation of PT. DAGO WISATA INTERNASIONAL where the Job Training had been placed. Status and the terms of work of the company are described generally. The division of the company where the writer conducted the Job Training is also explained specifically.

2.1. History of The Bureau

The name of tour and travel Bureau is PT Visi Mandiri Tour and Travel. It was founded by Ir. Wawan Setiawan and Dr. Ir Farida in 20th January 1996. Yet, it is popular to be called as Visi tour, was addressed at 68B Jalan Dipati Ukur, Bandung. It has its glory in the first year of its founded, the company successfully growing as a tour and travel agency. Unfortunately, in September 1997 it was burn out and was bankrupt.

However six years after the bad tragedy, it began to operate in 2003. PT Visi Mandiri Tour and Travel changed both the formation and the name. It turned into PT Dago Wisata Tour and Travel in 2006 and located at 312 Jalan Ir. H. Djuanda.

2.2. Description of Work

During Job training in PT Dago Wisata Internasional Tour and Travel, the writer is placed as marketing staff under command of Sales and Marketing Division especially Sales Marketing Management. Sales Marketing division has six subdivisions, they are **Sales Marketing Management** offers a variety of package and services, **Product Management** focuses on driving a new product or offers by the company, **Promotion Planning** focuses on promoting of company's plan to attract the customer

with new invention of promoting product, **Personal Development** focuses on activities that the company build, employability, **Distribution Management** which focuses on numerous activities and processes such as offers any package such as holiday and family Confidential Page 6 11/25/11package, Umrah and Haj. The last is **Product Information** focus on how to inform the product that the company offering to the customers by the advertisment or media.

Actually, from the six subdivision that the writer tells there are two management division which have the similar job. They are The **Sales Marketing Management** and the **Distribution Management** their job is quite the same, they offers some holiday package or variety package to the customers.

The Marketing Division is the resource to offers a variety of packages and services that are designed to the consumer market place. The head of Sales Marketing Division is a Marketing Manager. The responsibilities of Sales Marketing Staffs are as follows :

a. Providing specific information on services and product(s) enhancements to the Customers
b. Coordinating with the Director of PT Dago Wisata Internasional regarding promotional materials and programs.
c. Contacting current Customers to maintain awareness of their needs, desires and level of satisfaction with tour packages, etc.
d. Contacting prospective Customers to introduce Dago Wisata Internasional's products/packages and their potential benefits to the customer.

e. Creating/Maintaining Dago Wista Internasional Customer relationship management database system.

f. Preparing and implementing annual Marketing Business Action Plan.

g. Preparing weekly contact reports