CHAPTER II

PT.DAGO WISATA INTERNATIONAL

This chapter is focused on general explanation of PT. DAGO WISATA INTERNATIONAL where the job training had been conducted. Status and the terms of work of 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 Beurau

The first name of tour and travel agent is PT. Visi Mandiri Tour and Travel. It was established by Ir. Wawan Setiawan and Dr. Ir Farida in 20^{n} January 1996. Yet, it was popular to be called as Visi tour, addressed at 68 Jl. Dipati Ukur, Bandung. It had significant achievement in the first year of founded; the company was successfully growing as a tour and travel agency. Unfortunately, in September 1997, it was burn out and bankrupt.

However, with the power of the founders, the company was established under the name of PT. Dago Wisata International in 2006 and was located at Jl. Ir. H. Juanda No. 312.

2.1 Description of Work

During job training in PT. Dago Wisata International Tour and Travel, the present writer's position is marketing staff under supervision of sales and marketing division, especially sales marketing management. Sales marketing

division has six subdivisions; they are: (1) sales marketing management offering a variety of package and services, (2) product management focusing on driving or offering a new product, (3) promotion planning focusing on promoting of company's plan to attract the company's customers with new invention of promoting product, (4) personal development focusing on activities that the company builds including recruitment, (5) distribution management which focuses on numerous activities and processes such as offer any package: Holiday and family confidential page 6 11/26/2011 package, umrah and haji, and (6) the last one, product information focusing on how to inform the product that the company offers to the customers by using the advertisement or media.

The fact is that from the six subdivisions the present writer informs there are two management divisions which have the similar job. They are the sales marketing management and the distribution management; their job is quite the same. They offer some holiday package or variety package to the customers.

The marketing division is the resource to offer a variety of packages and services that are designed to the customers' 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 produces enhancements to the customers;
b. Coordinating with the director of PT.Dago Wisata International regarding promotional materials and programs;

c. Containing current customers to maintain awareness of their needs, desires and level of satisfactions with tour packages, etc.;
d. Containing prospective customers to introduce Dago Wisata International's product and their potential benefits to the customer;
e. Creating/maintaining PT. Dago Wisata International customer relationship-management database system; and
f. Preparing and implementing annual marketing business action plan.