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Judul : Internasional Konferensi Berbahasa Inggris sebagai
Media Promosi Pariwisata dan Budaya
Pembimbing : Rosyid Dodiyanto, M. Hum.
Penguji : Indriyati Hadiningrum, S.S., M.P.d

RINGKASAN

Laporan praktik kerja ini dilaksanakan pada 20 Januari – 14 Maret 2020. Tujuan dilakukannya praktik kerja ini adalah untuk mengetahui penggunaan bahasa Inggris sebagai media promosi dalam MICE.

Dalam praktik kerja ini, penulis diberi tanggung jawab sebagai *Internship Project Officer* dan terlibat dalam penyelenggaraan acara internasional bernama *2nd Asian Agriculture & Food Forum (ASAFF) Event* pada tanggal 12 Maret – 14 Maret 2020 di *Jakarta Convention Center*.

Penggunaan bahasa Inggris dalam media promosi dalam event tersebut di realisasikan dalam *meeting, incentive, conference, exhibition*, sekaligus sebagai media promosi pariwisata dan budaya. Penggunaan bahasa Inggris sendiri meliputi laporan MoM, skrip protokol, *exhibition letter*.

Selama penyelenggaraan ASAFF2020 terjadi *pandemic COVID-19* sehingga terdapat beberapa kendala, yaitu: pembatalan *conference session*, dilarangnya beberapa negara asing ikut serta dalam acara, dan perubahan drastis perencanaan susunan acara serta ancaman dibatalkannya acara ASAFF2020. Kemudian, ASAFF 2020 tetap dilaksanakan namun hanya berlangsung selama 2 hari yang kegiatannya meliputi *opening ceremonial* di *Istana Negara Jakarta* dengan protokol kesehatan sesuai ketentuan yang ada.

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Media of Tourism and Culture
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SUMMARY

The final report was conducted on January 20 - March 14 2020. The purpose of this job training is to find out the use of English as a means of promotional media on meeting, incentive, conference, exhibition (MICE).

During this job training, I was as an Internship Project Officer and responsible for organizing an international event called the 2nd *Asian Agriculture & Food Forum* (ASAFF). The event was held on March 12 - March 14 2020 at the Jakarta Convention Center.

The English language at the event has a major role in meetings, incentives, conferences, exhibitions, in which activities include the promotion of tourism and culture. The use of English itself includes MoM reports, protocol scripts, and exhibition letters.

Unfortunately, during ASAFF2020 the COVID-19 pandemic spread so that there were several obstacles, such as cancellation of the conference session, prohibition of several foreign countries from participating in the event, and changes in planning of the events and the worst case is canceling the ASAFF2020 event. Fortunately, the government allowed the committee hold ASAFF 2020 only for 2 days. The activities was included an opening ceremony at the Merdeka Palace in Jakarta with health protocols according to existing regulations.