

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is an activity that is usually done when the holiday to-do refreshing. According to Yoeti in Haryanto (2014), tourism is an activity that doing less than 24 hours, as a customer not for business at the places. There are some kinds of tourism, like educational tourism, economic tourism, and heritage tourism. Indonesia has many tourism objects, especially East Java. East Java itself, has some tourism objects which are always visited by many people, such as some tourism objects in Banyuwangi, Malang, and Pasuruan. In Pasuruan, especially in Prigen district, there are tourism objects that can be favorite destination for the tourists to spend their holiday.

Prigen is an area in the highlands, which have fresh air and beautiful scenery. Therefore, there is a lot of tourism objects in Prigen. For example, waterfall, gardens, and places for outbound activity. Such as Putuk Truno Waterfall, and De Picnic. There is a lot of tourists who visit those places to holiday also to enjoy nature. Not only tourism object, but also there is a store for buying a cake, like Pia RB in Gempol district. People choose Pia RB, because they have many flavours, good taste, and affordable prices. Due to the amount of tourism objects in Prigen, make some of them are not yet popular. For example De Picnic, this is a nature tourist attraction that established in 2019. The activities that they can do by the visitor are doing outbound and camping activities. For Putuk Truno Waterfall, it is a quiet and famous but the promotional media is less. Also for Pia RB, although it has several branches the places have enough promotional media.

Based on a preliminary study with the Duty Manager of Putuk Truno Waterfall, the owner of De Picnic, and the owner of Pia RB, the writer got information that the three of them have already promoted their place by using social media like Instagram (@airterjunputuktruno, @depicnic_ground, and @pia__rb) and Facebook (Depicnic Prigen). But, the owner thought that they still

gave less impact. Because the information provide on social media was not update since 2020. Also, the owner just uploaded a picture of tourists who already visited. They have a messy feed on social media and does not attract tourist. Therefore, the writer offered to the owner to make a booklet as promotional media, because they need additional promotional media.

A booklet is a simple book with several pages, which contain information, and some pictures of a product or place. Booklet is used as promotional media. According to Sholeh in Dewi (2016) booklet is advertising tools that can attract the productive consumers. So, the booklet is compatible to be promotional media. The use of the booklet is effective because it was easy to bring anywhere. The cost of production is not too expensive. Besides that, a booklet is understandable cause provides detailed information about each place.

From the explanation above, the writer decided to make a booklet as promotional media for Putuk Truno Waterfall, De Picnic, and Pia RB. The booklet was provide detailed information about those places. Started from the history, facility, price, location, and some pictures from each place. After that, the product gave to each place. The owner can give it to the tourist who comes directly. Hopefully, this product could made the place more famous and increase the amount of tourist or and consumer.

1.2 Objective

The objective of this final project is making a booklet as a promotional media for tourism destinations in Prigen.

1.3 Significances

This final project can give significances for:

1.3.1 For the writer

By doing this final project, the writer can apply her skill such as writing and translating skills.

1.3.2 For the readers

The readers can get more information about tourism objects in Prigen and can make it as a reference when they want to visit tourism objects in Prigen.

1.3.3 For Tourism and Cultural District Agency of Pasuruan

This product can help Tourism and Cultural District Agency of Pasuruan to promote Putuk Truno Waterfall, De Picnic, and Pia RB as tourist attraction in Prigen.

1.3.4 For the Students of English Study Program

This report of this project can be used as references for the students of English Study Program who will conduct a similar project.