

## **CHAPTER 1. INTRODUCTION**

### **1.1. Background**

Website is one of media that used most in this digital era. Many people choose to utilize website because it's easy to use and easy to access, wherever and whenever. Moreover, website is used for various purposes. One of the uses of the website is as a promotional media. According to Mujiyana and Elissa (2013) website is an interactive promotional media because it is easily accessible anytime and anywhere, saves costs, and the information conveyed is widespread and fast and is an effective means of promoting products and services as well as proven to be a media of information that is in demand in addition to other information media. Because the nature of the website is interactive, interesting, global reach, and up to date information. There are many companies and agencies that have used website as their promotional media, because of it's wide range and very easy to access.

The use of website as promotional media has been rampant in the tourism sector, such as promoting a tourist spot, culinary tourism, and hotel. The use of website as a media for hotel promotion is commonplace. By using website, the hotel will have more space to show its strength like the stars, the type of room, facilities, packages and prices. It supports the hotel to be known by customer easily. They also can consider it based on their lifestyle and budget.

Recently many hotels use website as one of their promotional media. Not only starred hotels, even starless hotels are starting to compete to attract visitors by using the website as their promotional media. One of the hotels that uses website as one of their promotional media is Ijen View Hotel and Resort Bondowoso. This hotel is located in Jl. KIS. Mangunsarkoro 888, Tamansari, Bondowoso. This hotel provide some facilities like swimming pool, restaurant with international bar, parking area, free Wi-Fi and 24 hours room service. With those good facilities many domestic and foreign tourist come to this hotel to stay, especially foreign visitors from Asian countries, American continent,

and European continent. The information is based on interview that as been done by the writer with the marketing manager of Ijen View Hotel and Resort Bondowoso.

Ijen View Hotel and Resort Bondowoso used website as one of their promotional media was to help the hotel expand their promotional reach. But unfortunately, the website is not updated since it was made in 2005. The information only contained general information of Ijen View Hotel and Resort Bondowoso, such as address, facilities and accommodations, contacts for reservations, and a list of tourism destinations in Bondowoso. Based on the information before the writer decided to help the manager to develop a new website of Ijen View Hotel and Resort Bondowoso. In the new website that has been created, the writer created a more complete and more dynamic website, with up to date content and data. It is hoped visitors can get the latest and completest information about the hotel, such as facilities provided, room types, and others. Hopefully this new website will attract more domestic and foreign tourists.

## **1.2. Objective**

The objective of this Final Project is to develop the promotional website of Ijen View Hotel and Resort Bondowoso.

## **1.3. Significances**

Based on the objective above, there are benefits of this project.

### 1.3.1. For the writer

This product will be useful for the writer because he can apply his English and computer skill especially in writing and translating.

### 1.3.2. For Ijen View Hotel and Resort Bondowoso

This product will become additional promotion media for Ijen View Hotel and Resort Bondowoso to get and attract guest to stay.

### 1.3.3. For the tourists

This product can help the tourist to get complete information about Ijen

View Hotel and Resort Bondowoso easily.

1.3.4. For English study program students at State Polytechnic of Jember

The result of this final project is also become reference for students who will do the similar final project.