

CHAPTER 1. INTRODUCTION

1.1 Background

Lumajang is a small city in East Java that has many tourist attractions. Lumajang has a number of tourist objects that are relatively complete, ranging from natural tourism, artificial tourism, special interest tourism, and religious tourism (Karunia, 2019). Many types of natural tourism are spread in Lumajang such as mountains, lakes, waterfalls, and beaches. One of the subdistricts that has many waterfalls is Pronojiwo subdistrict. There are four waterfalls in Pronojiwo subdistrict, such as Tumpak Sewu, Cuban Sriti, Kabut Pelangi and Kapas Biru. Each waterfall has a difference in each object, such as the level of the terrain, natural scenery, the shape and height of the cliffs. Around the waterfalls, there are plants and trees that have uniqueness, such as Pisang Agung, Salak Prono, Gundul Durian, and Kopi Salak. They can be purchased by visitors when visiting the place (Mauludin, 2018).

Based on the result of an interview that the writer did with a promotional staff of Kelompok Sadar Wisata Pronojiwo (Pokdarwis) from the four waterfalls in Pronojiwo, only one waterfall has many domestic and foreign visitors, that is Tumpak Sewu. Every year, the number of visitors to Tumpak Sewu increases, such in 2018, the number of visitors was 28,484 people and in 2019 the number of visitors increased to 36,161 people. Meanwhile, the other three waterfalls (Cuban Sriti, Kabut Pelangi, Kapas Biru) experienced a decrease in the number of visitors from 7612 visitors at the end of 2018 to 1800 visitors in early 2019. The interviewed staff said that one of the reasons that the three waterfalls do not gain an increase in the number of visitors because a few people know the location and detailed information about the three waterfalls.

Another result of the interview that the writer got was the three waterfalls in Pronojiwo subdistrict (Cuban Sriti, Kabut Pelangi, and Kapas Biru) do not have any promotional media that provide information about the waterfalls. Usually, people get information about the waterfalls from visitors' personal Instagram

accounts and the Instagram account (@visitpronojiwo) managed by Pokdarwis of Pronojiwo.

Based on the result preliminary study the writer conducted, she got several reasons from one of the staffs of Kelompok Sadar Wisata (Pokdarwis) why the four waterfalls in Pronojiwo need a promotional booklet. First, they do not have any promotional media that provide detailed information about the four waterfalls. Second, the number of visitors decreases every year. And third, the staff mention that he needed a medium of promotion that can be directly shown to the visitors when visiting the waterfalls and displayed during the celebration of Lumajang anniversary.

Promotional media are important to promote tourism objects because they can help to attract readers to come to tourist attractions. According to Bagaray, et al.(2016), the advantages of using printed media such as booklets they are easy to make and practical in use (because it can be used anywhere and anytime)and do not require electricity. Therefore, the writer decided to make a booklet as a promotional medium to help the promotion of waterfalls in Pronojiwo.

1.2 Objective

The objective of the final project is to make a promotional booklet that provides detailed information about four waterfalls (Tumpak Sewu, Cuban Sriti, Kabut Pelangi and Kapas Biru) in Pronojiwo subdistrict.

1.3 Significances

Based on the objective above, hopefully the report and the product of this final project can give benefit to the following parties:

- a. for The Writer

The writer can apply writing skill and computer skill (making booklet).

- b. for Tourists or Readers

This product helps tourists and readers to get information about fourwaterfalls in Pronojiwo subdistrict.

- c. for Kelompok Sadar Wisata Pronojiwo (Pokdarwis)

The product of the final project can help Kelompok Sadar Wisata (Pokdarwis) promote waterfalls in Pronojiwo subdistrict.

d. for Students of English Study Program

This final project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct similar final projects, especially making a promotional booklet.