

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourism is an activity to move from one place to another place to get happiness. According to (Yoeti in Haryanto 2014) tourism is a journey undertaken for a while which has held from place to place with the intent not for doing business or making a living in a visit, but simply to enjoy the journey and recreation or satisfy the desires of a diverse. Indonesia is a country that is located in South Asia which has so many potential tourism destinations, and one of them is provided in Situbondo.

Situbondo is a city located at the eastern of Java province that is well-known as "*Bumi Sholawat Nariyah*". It lies on the north coast between Probolinggo and Banyuwangi. To reach this city, it takes 4 hours from Surabaya and 5 hours from Denpasar. Situbondo has several destinations that are very attractive to explored by the tourist such as beautiful beaches, mountains, hills, forests, and historical heritages of Dutch colonial. Recently, the Tourism Department of Situbondo has released a new tourism destination, they are Blekok Village, Kerapu Beach, and Plaza Rengganis.

Based on a preliminary study with some staff of the Tourism Department, Blekok Village located in Kendit has mangrove forests that become a home of storks when they have a rest. It has beautiful natural scenery which can spoil the visitors with the blue sea that is surrounded by mountains, and from the top of the tower, visitors can enjoy the sea panorama as the background. Besides that, there is Kerapu Beach which has a hut on the sea for conserving kerapu fish. The visitors are spoiled with a sunset in the afternoon and the visitor can enjoy the beautiful light at night from the bridge. The last, Plaza Rengganis is the latest tourism destination located in Sumbermalang district which has great natural attraction. It is surrounded by the natural mountain and forest that is good to be enjoyed by the visitor.

The Tourism Department of Situbondo has several media promotions to promote the tourism destination in Situbondo. Promotional media used by Tourism Department includes Booklets, Instagram, and video. However, this promotional media has its own weakness. Exactly, Instagram only promotes annual events organized by the Tourism Department of Situbondo and the promotion of tourism places does not exist on it. The examples of several events that are promoted on Instagram are *kakang-embug* Event, Launching Event 2020, Retro Event. While the booklet only gave the general information of each tourism destination in Situbondo.

Based on this condition, the writer knows that the promotional media of the Tourism Department still less of the detailed information that should be provided in each tourism destination. So it is necessary for the Tourism Department to make a promotional media to attract the tourist or visitor. The writer has a plan to create a booklet for giving complete information about the three places that the writer already chooses. It is used to promote and complete the promotional media in Situbondo. The title of this booklet is “Three Hidden Paradise In Situbondo“. The writer wishes the booklet is able to help the tourism department to provide complete information for visitors/tourists who want to travel around the tourism destination in Situbondo, especially Kerapu Beach, Blekok Village, and Plaza Rengganis. The booklet will cover the information about the activities that the visitor can do and facilities that already offered from the places. This booklet is written not only for domestic tourists but also for foreign tourists in the form of a bilingual version.

## 1.2 The Objective

The objective of this final project is making a booklet for “Three Hidden Paradise in Situbondo”

## 1.3 Significances

### a. The writer

By conducting this project, the writer can apply his English skill in writing (writing the content of the final project and draft of the booklet), and

English components (grammar and vocabulary) and other knowledge that the writer got from English study program.

b. For the readers

The readers can get information about the tourism object that can be their references especially about three tourism destinations in Situbondo (Kerapu Beach, Kampung Blekok, Plaza Rengganis).

c. For the Tourism Department of Situbondo

This product can help the Tourism Department of Situbondo to promote tourism destination and attracts many visitors.

d. Student of English study program

This report of this final project can be used as references for the student who wants to make a similar project in a different object.