

CHAPTER 1. INTRODUCTION

In this chapter, the writer explained the background, objective and significances of this report.

1.1 Background

Tourism has become the most prominent industry and shows consistent development yearly. According to the World Tourism Organization (WTO) in Utama & Subhiksu (2018), in 2020, the number of world tourist arrivals can increase by 200%, and the number of tourist arrivals could reach 1.6 billion world tourists. Modern tourism is also being accelerated by world globalization, causing interconnections between fields, nations, and individuals living in this world. The development of information technology has accelerated the dynamics of world globalization, including the development of the world of entertainment, recreation, and tourism. The tourism sector is one of the main drivers of the world economy because several advantages can provide substantial foreign exchange for the country, expand employment opportunities and introduce the country's culture (Sabon, 2018).

Jember Regency is a part of East Java Province. Jember Regency is an area that has tourism potential. Geographically, Jember Regency is rich in tourism objects and tourist attractions. Jember has various tourist objects within cultural and natural attractions. Cultural attractions include *Petik Laut (Larung Sesaji)*, Ornamental Pigeon Festival, Reog Dance, Patrol Music, and Jember Fashion Carnaval. Meanwhile, natural tourism in Jember includes plantations, Argopuro mountain tourism, waterfalls, and marine tourism (Laila, 2020). In Jember, there are several tourist attractions in nature and cultural tourism that have not been developed optimally and need intensive attention from tourism actors, namely tourists, the tourism industry, the government, and local communities, to develop the regional tourism industry. One of the factors is that people do not understand the importance of implementing tourism as an economic activity that can increase

their income. In addition, the low quality of government and community services to tourists and also the tourism industry which lacks promotional activities make the tourism industry in Jember not develop (Gunawan, 2018). One of the tourism that have not been developed optimally is Bendungan Dam Rejo tourism which is located in Sanenrejo Village, Tempurejo District, Jember Regency. Bendungan Dam Rejo is one of the tourist attraction with quite exciting potential. However, the lack of intensive attention from tourism actors, especially the tourism industry in promotional activities, makes Bendungan Dam Rejo not known by foreign tourists.

Bendungan Dam Rejo is a tourist spot in the Meru Betiri National Park (TMNB) area. Dam Rejo is famous for its unique physical shape, which resembles the letter "L" with the crystal clear water, and also a place that provides natural wild honey. In addition, Bendungan Dam Rejo tourism also offers natural scenery destinations that can hypnotize the eye, such as views of towering mountains, expanses of rice fields, and rural nuances adding to the beauty of this tourist attraction. Initially, Dam Rejo is an ordinary dam built-in 1972 under the leadership of the second Sanenrejo village head. Due to various tourism potential surrounded by large trees and mountains, it was later converted into a tourist location by Mr. Totok Widarto and assisted by local youths who were members of *Kelompok Sadar Wisata (Pokdarwis)*. *Pokdarwis*, an organization that can assist the Government in disseminating and implementing the seven elements of *sapta pesona* (safe, orderly, clean, cool, beautiful, friendly, and memories) in tourism activities. Currently, Dam Rejo is managed by *Pokdarwis* named "Pokdarwis Sarang Tawon" led by Mr. Mulyono. Dam Rejo is very interesting for tourists to visit during the weekend. The enthusiasm of visitors to this new tourist attraction is very high during the holiday period. A staff of Dam Rejo stated that there were approximately 3000 local visitors a week and could reach 10.000 more local visitors per year.

Based on the results of an interview with the head of Pokdarwis, who was also an office manager at Bendungan Dam Rejo, revealed that tourism manager needed promotional media to promote tourist attraction in Dam Rejo more

specifically. Since Dam Rejo was founded in 2017, the office manager had only promoted the tourist attraction with profile video and social media accounts, such as Facebook (*Sarang tawon*) and Instagram (@*sarangtawon_media*), which only displayed a few photos and videos without further explanation. The staff asked the writer to present information through printed media that could accommodate complete information directly. The printed media were placed in public spaces such as the information center at Dam Rejo Dam, *pokdarwis* office, and village hall office.

Based on this situation, the writer decided to make a booklet as a printed promotional that was attractive and easy to understand by visitors. As stated by Avira (2020), a booklet is one of the printed media that can be used as promotional media, making it easier for an agency to explain in detail what products are offered. The booklet can make potential consumers understand and get complete information on the desired product. The writer also made a bilingual booklet in Indonesian to make it easier for local tourists to understand Dam Rejo and English so the office manager can promote tourism at domestic and foreign events. The existence of this bilingual booklet could attract foreign tourists to visit Bendungan Dam Rejo.

1.2 Objective

The objective of this final project is to make a booklet as promotional media for Bendungan Dam Rejo Jember.

1.3 Significances

This final project is expected to be beneficial for the following parties:

1.3.1 For the Writer

The writer can apply writing and reading skills to make bilingual booklet contents and the final project report.

1.3.2 For Tourist

This final project's product can help tourists directly get clear information about Bendungan Dam Rejo.

1.3.3 For Bendungan Dam Rejo

The official manager can use booklet as promotional media to attract domestic and foreign visitors to Bendungan Dam Rejo.

1.3.4 For Students of the English Study Program

The product of this final project can be a reference for students who will conduct similar topics or projects, especially in making a promotional booklet.