

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is an activity to spend a time in some places that far from home to have relaxation and also refreshing. Cooper et al., (2005) said that tourism is the temporary movement to destination outside the home and workplace, the activities undertaken during the stay and the facilities created to cater for the needs of tourist. Tourism provides many choices for people to spend a time like beauty of nature, national park, recreational park, and culinary could be an option for a holiday. According to Asyah (2019), tourism city is a resources and activity that located in urban area which provides all kinds of entertainment, business activities or other activities for visitors. Indonesia has a lot of potential tourisms in every region especially tourism cities, one of them is Batu in East Java.

Batu is one of the famous tourism cities in Indonesia. Batu has many tourism destinations for the example Jawa Timur Park 3, Jawa Timur Park 2, Kusuma Agrowisata, Batu Love Garden, Cangar, and many others that can attract tourist to have a trip in Batu. Every year, tourism development in Batu has increased rapidly. It is proven by 67 tourism destinations and 2.114 tourism supporting infrastructure in 2020, numbers of foreign tourists who come to Batu reach 2.064 tourists and 2.437.878 domestic tourist (*Bagian Sekretariat Daerah Kota Batu : 2020*). In 2020 until 2021, tourism industry had experienced up and down because of the pandemic of COVID-19. And now, tourism gets enhancement since the pandemic of COVID-19 hit in the beginning of 2020 until now. It is proven by total number of tourists that come to Batu in 2021 is up to 3.584.788 tourist.

Gardening and collecting ornamental plants are activities that lots of people interested since pandemic. Because people are interested in this activity, the request ornamental plants in Sidomulyo Village is increase. Due to this phenomenon, Dinas Pariwisata Kota Batu launched Sidomulyo Village as a Tourism Village with Flower Mall that sells many necessities for gardening,

such as gardening equipment, plant seeds, and many others which is more modern, organized, and with friendly price. To know more about Sidomulyo Flower Mall, the writer conducted a preliminary study by interviewing the Head of Planning Division in Dinas Pariwisata Kota Batu.

The information which the writer got from her preliminary study was Dinas Pariwisata Kota Batu had three kinds of promotional media are video, website and booklet. The content of their promotional media is all about event of Dinas Pariwisata Kota Batu and tourism destination in Batu City. But, all of promotional media from Dinas Pariwisata Kota Batu are not explained in detail. It is only explained in general with Bahasa Indonesia. Therefore, the Head of Planning Division in Dinas Pariwisata Kota Batu asked the writer to make a booklet as a promotional media of Sidomulyo Flower Mall that provides English and Bahasa Indonesia because Sidomulyo Flower Mall have not promotional booklet. The booklet can attract foreign and domestic tourists who want to travel to Batu and buy ornamental plants in Sidomulyo Flower Mall. The booklet will used as a new booklet of tourism destination and saved as an archive belonging to the Dinas Pariwisata Kota Batu with their public space like Tourism Information Center (TIC), Batu Tourism Mall (BTM) or an Expo so that the guide or receptionists can explain about Sidomulyo Flower Mall by showing the booklet to their guest.

Based on this condition, the writer decided to make a promotional media in the form of a booklet about Sidomulyo Flower Mall. As stated by Avira (2020) booklet is a book to show a product or service that similar with catalog. The benefits of using booklet as promotional media is providing the information that easy to understand for marketing sectors. The using of booklet is needs no additional media for readers who wants to get information from booklet.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media of Flower Tourism in bilingual for Dinas Pariwisata Kota Batu.

1.3 Significances

Based on the objective above, the significances of this final project are:

1.3.1 For the writer

The writer can apply her writing skills when making a script. The writer also able to apply her computer skills when editing a booklet.

1.3.2 For Dinas Pariwisata Kota Batu

This booklet can be used as a medium of promotion to promote Flower Tourism in Sidomulyo and guidance for tourists while going there.

1.3.3 For viewers

The product of this final project can help readers to get complete information about Sidomulyo Flower Tourism.

1.3.4 For students of the English Study Program

This project can be used as a reference for students of the English Study Program who will conduct a similar project especially in making a promotional booklet.