

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is often associated with an activity on vacation or travel activities from one place to another which is a tourist attraction. According to Sinaga (2010) as cited in Marhendi (2021), tourism is a planned trip that is carried out individually or in groups from one place to another with the aim of getting satisfaction and pleasure. One of the cities that has a famous tourist attraction is Jember. According to Adiati and Basalamah (2014), Jember has been known since 2003 when Jember Fashion Carnaval (JFC) started. JFC has won the title of the best carnival in Indonesia and has been ranked fourth for the most unique carnival in the world (Proborini, 2017). Along with the success of the JFC event, Jember took this momentum to introduce its tourist attractions other than the JFC event and began to introduce culinary tourism (*Suwar-Suwir*), cultural tourism (*Larung Sesaji Papuma*), educational tourism (Jember Mini Zoo) and others to local and foreign tourists.

One of the objects and tourist attractions in Jember is Wisata Kajer Asri Café and Resto. It is located on Jl. Cut Nyak Dien, Tempurejo Jember and it is close to the residential area. This tourist attraction carries the theme of waterpark and educational tourism. According to Nugroho & Mutiari (2018), waterpark is an amusement park that has water rides such as water slides, splash pads, spray grounds, and other recreation such as swimming and bathing. Meanwhile, educational tourism is a tourism activity to increase new knowledge about the environment and society (Hasanah, 2015).

To obtain information about Wisata Kajer Asri Café and Resto, the writer interviewed the owner of Wisata Kajer Asri Cafe and Resto. The owner mentioned that this tourist attraction was established on December 10th, 2019. At the beginning of its opening, this tourist attraction was in Covid-19 pandemic, so it was only open on Saturdays and Sundays. He also mentioned that initially this tourist attraction was

just an empty area that was used as garbage dump. After that, he had an initiative to use the area for agriculture purpose. However, during the development process, he changed his mind to build a recreational tourism.

This tourist attraction has many facilities. The facilities available at this tourist attraction are four swimming pools, a café, gazebo, parking area, and photo spots. Besides, educational tourism activities are also available at this tourist attraction. The educational activities carried out at the tourist site include study tours or learning about environmental sciences such as drawing the surrounding environment and studying types of pomelo fruit and lime. In addition, this place is rented for gatherings and camping. Other activities that visitors can do are joining bird singing contests every Wednesday and Saturday.

Based on the results of the preliminary study, the writer also obtained information that the promotional media used were only social media, such as WhatsApp (085779168857), Facebook (Warung Kajer Asri) and Instagram (@kajerasri). Its Facebook and Instagram contained photos or videos testimony that were tagged by visitors. These social media also contained information about important announcements related to this tourist attraction such as opening schedule and events held by the owner. In addition, WhatsApp is also used as a promotional media to promote all the menus of restaurant and café available there. Mostly, people got information about Wisata Kajer Asri Café and Resto from the Instagram account (@kajerasri), which was managed by the owner himself. However, he said that promotions carried out through social media were still not effective because they could only reach people who understood and accessed social media. In addition, he rarely posted or created contents for promotion on the social media. The last post on Instagram and Facebook was on February 2022. These social media also did not contain complete information, so it was less effective as a promotional media.

The owner wanted another promotional media to make it easier for him to describe the tourist attraction clearly. He needed a printed promotional media in the form of booklet that uses two languages, Indonesian and English because he expected

local and foreign tourists to understand the content of the promotional media. He also mentioned that the promotional media was expected to be distributed to several travel agencies and visitors of events such as JFC (Jember Fashion Carnaval) and *TAJEMTRA* (Tanggul Jember Traditional) Walk. According to Bagaray et al, (2016), the advantages of using printed media, such as booklets are that they are easy to make and practical in use (because they can be used anywhere and anytime) and do not need electricity. Therefore, the writer made a booklet as a promotional media for Wisata Kajer Asri Café and Resto.

1.2 Objective

The objective of the final project is to make a bilingual promotional booklet for Wisata Kajer Asri Café and Resto.

1.3 Significances

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

1.3.1 for the Writer

The writer can apply writing skill and translation skill when making the booklet.

1.3.2 for Readers

The product can help readers to get information about Wisata Kajer Asri Café and Resto.

1.3.3 for the Owner of Wisata Kajer Asri Café and Resto

The product can help the owner of Wisata Kajer asri Café & Resto to promote his tourist attraction.

1.3.4 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 do a similar final project, especially making of a promotional booklet.