

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a rich country consisting of thousands of islands with a variety of cultures, customs, and natural beauty. Indonesia has a variety of natural beauty, such as mountains, craters, beaches, underwater beauty, lakes, waterfalls, and various types of flora and fauna. The natural beauty of every region in Indonesia has its own characteristics. Various natural and tourism products in Indonesia can make Indonesia an attractive tourist destination for local and foreign tourists.

Tourism is one of the largest global industries, which contributes to the fastest growing national and local economies worldwide. (Scott, Freitas, & Matzarakis, 2009). Many regions in Indonesia have enormous tourism potential. One tourism potential in Indonesia is Banyuwangi. Banyuwangi is one of the regencies in East Java Province. Banyuwangi is known as a tourism city because of its natural beauty, such as mountains, beaches, seas, national parks, and various other tourism sectors.

One of the tourism sectors in Banyuwangi is a Tamansari tourism village. The tourism potential in Tamansari Village is an opportunity for the community to run businesses such as lodging businesses, travel agents, culinary delights, and so on. In Tamansari village, there are many tourist attractions for local and foreign tourists, such as Ijen Crater, Gandrung Terracotta Park, Jaggier Waterfall, Sendang Seruni Natural Baths, and Kali Bendo. In traveling, tourists need facilities such as hotels or inns, food, and drink. There are many hotels and inns in Tamansari Village. One of the hotels in Tamansari village is Grand Harvest Resort and Villas.

Grand Harvest Resort and Villas is a four-star resort located in Tamansari village, Licin District, Banyuwangi Regency, with CHSE (Cleanliness, Health, Safety, and Environmental Sustainability Standard) certification. To get information about Grand Harvest Resort and Villas, the writer conducted a preliminary study. In the preliminary study, the writer asked for permission to make a booklet as a final project at Grand Harvest Resort and Villas. The writer interviewed with Mr. Indra as general manager of Grand Harvest Resort and Villas, to get information about Grand Harvest Resort and Villas, such as when Grand Harvest Resort and Villas was established, the founder of Grand Harvest Resort and Villas, the hotel certification, location of the hotel, the hotel area and promotional media that used by Grand Harvest Resort and Villas. Based on the preliminary study, Grand Harvest Resort and Villas was established on September 09, 2007, by Mr. Aminoto on a land area of 13 hectares. Grand Harvest Resort and Villas has a very strategic location because it is close to several famous tourist attractions in Banyuwangi, such as Ijen Crater, Sendang Seruni, and Gandrung Terracota Park, Jaggier Waterfall, and others.

Grand Harvest Resort and Villas uses social media Instagram (@grandharvestresort), websites (<http://www.grandharvestresort.com/>), WhatsApp stories, and print media such as banners and brochures as promotional media to attract tourists. Unfortunately, In the promotional media owned by Grand Harvest Resort and Villas, there is no promotional media that mentions resort activities, and most of the promotional media only shows pictures of rooms and only mentions facilities without giving a clear explanation about the facilities. It is difficult for the visitors to find complete information about Grand Harvest Resort and Villas. Visitors need to find complete information about Grand Harvest Resort and Villas because they have to know what kind of facilities and services they will get during their staycation at Grand Harvest Resort and Villas. Based on these problems, Grand Harvest Resort and Villas want to add media promotion. Because they did not have a booklet, they asked for a booklet to be made, with the aim that visitors could read it in the waiting room or put it in the lobby. The booklet is a printed media that can be reached by all people, from the young to the elderly, especially

for visitors who cannot access the internet. The information contained in the booklet is quite complete regarding product descriptions, and the booklet is very easy to convey product details to potential customers. (Ilmiatin, 2011)

1.2 Objective

The objective of this final project is to make a booklet as promotional media for Grand Harvest Resort and Villas Banyuwangi in Indonesian and English versions.

1.3 Significances

Based on the final project objective, the writer hoped that this product can be helpful for the following parties:

1.3.1 The writer

In making this product, the writer can apply writing skills (writing skills will be used to create content that will be contained in the booklet), designing skills (design skills are required to design basic booklet shapes, sizes, and layouts), Furthermore, translation skills (translation skills will be used in translating the booklet's content, which will be made in Indonesian and English versions).

1.3.2 Grand Harvest Resort and Villas

Hopefully, this product can help Grand Harvest Resort and Villas promote the hotel efficiently and provide information to visitors.

1.3.3 The Visitors of Grand Harvest Resorts and Villas

Through this booklet printed media, visitors can get complete and clear information about the products offered by Grand Harvest Resorts and Villas.

1.3.4 The Students of English Study Program

For students of English study program, this proposal can be used as a reference, especially for students who will make a final project on a similar topic.