

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is an area with great tourism potential. According to Kusuma (2014), the tourism potential of Banyuwangi is supported by the property and potential of its abundant natural resources stretching from the highlands to the lowlands. This makes Banyuwangi has a variety of tourist attractions. One of them is agricultural potential-based tourism (agrotourism). According to Mayasari & Ramdhan (2013), agrotourism combines agricultural and tourism activities. It is a form of tourism object with agriculture as a tourist attraction (Muzha, 2013).

Banyuwangi has many agrotourism. One of agrotourism in Banyuwangi is Agrowisata Kebun Al-Qur'an. It is a new tourist attraction that has a uniqueness to represent the potential of its area, Kaliploso. It shows visitors the natural beauty of agriculture, plantations, and open land. Since it is a new and unique tourist attraction, many tourists come to spend their holidays and experience the natural beauty of this place.

The writer conducted a preliminary study by interviewing the owner to obtain detailed information about Agrowisata Kebun Al-Qur'an. The owner mentioned that Agrowisata Kebun Al-Qur'an is the first agrotourism in Banyuwangi, with the cultivation of Al-Qur'an plants as the main crop for this tourist attraction. The Al-Qur'an plants are the unique features that differentiate Agrowisata Kebun Al-Qur'an from other agro-tourism. Besides, it has the concept of Muslim-friendly tourism, equipped with many activities that facilitate tourists to learn and build a religious spirit. The owner further explained that it is often used for events and activities the surrounding community holds, for example, religious events and activities of several religious organizations. Since its opening, the public has shown great enthusiasm for this place. Many local tourists visiting this place come from outside and inside Banyuwangi. Not only local tourists but also foreign tourists from Swiss and Korea have visited Agrowisata Kebun Al-Qur'an. The

owner mentioned that no less than 100 tourists come to this place everyday to study and spend their free time.

Based on the interview results, the writer also received information about the promotional media of Agrowisata Kebun Al-Qur'an. According to the owner, Agrowisata Kebun Al-Qur'an only has two online promotional media, Facebook (AKA Kaliploso), and Instagram (@akakaliploso). The Instagram account has a few followers (541) and the Facebook account only re-uploads promotional content from the Instagram account. Unfortunately, the Instagram account only provides some pictures of tourist activities in Agrowisata Kebun Al-Qur'an and do not provide details such as facilities and ticket prices. The less informative the promotional activities on social media make it difficult for tourists to get information about Agrowisata Kebun Al-Quran. However, the owner stated that he wanted to attract more tourists, especially foreign ones, to visit Agrowisata Kebun Al-Qur'an. Therefore, the owner wanted other promotional media to promote this tourist attraction.

Due to the above problem, the owner asked the writer to make promotional media for Agrowisata Kebun Al-Qur'an in the form of a booklet, as it can help him to improve the promotion of this place. The owner can use the booklet as a promotional media that provides detailed information about this place, such as history, facilities, activities, price list, operational schedule, visitor testimonials, location, contact information, and pictures. Furthermore, as foreign tourists have visited Agrowisata Kebun Al-Qur'an, the booklet made in bilingual form using Indonesian and English. The visit of foreign tourists shows that this tourist attraction has the potential to be visited by more foreign tourists. Therefore, using two languages makes information about this place understood by local and foreign tourists.

In conclusion, the writer makes a promotional media in the form of a booklet about Agrowisata Kebun Al-Qur'an. According to Mahendrani (2015) in Fuziawati et al. (2021), booklet is a learning media in the form of a small printed book containing a particular discussion topic and accompanied by pictures that represent the topic. The writer provides the booklet as promotional media of

Agrowisata Kebun Al-Qur'an in printed and soft file form. The printed form can be distributed by the owner to the visiting tourists, while the soft file form will be uploaded on social media of Agrowisata Kebun Al-Qur'an to increase the number of tourists.

1.2 Objective

The objective of the writer's final project is to help the owner of Agrowisata Kebun Al-Qur'an in making promotional media in the form of booklet.

1.3 Significances

1.3.1. For the writer

The writer can implement the writer's English skills and knowledge in compiling the booklet's contents, especially in writing and translating skills. It also helps the writer to gain knowledge about promotional media, especially booklet and the process of making booklet.

1.3.2. For the tourists of Agrowisata Kebun Al-Qur'an

This final project's product can help tourists get complete information about Agrowisata Kebun Al-Qur'an. It makes it easier for them to learn about Agrowisata Kebun Al-Qur'an in detail.

1.3.3 For the tourism object (Agrowisata Kebun Al-Qur'an)

Agrowisata Kebun Al-Qur'an will have promotional media that provides complete and structured information.

1.3.4. For the students of English Study Program

The writer's final project report and its final product can be used as a reference for those students of English Study Program who want to conduct a final project in making promotional media in a similar form, booklet.