

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Cycling is an activity that has many functions. The main function of cycling is to keep the human body healthy. In addition, cycling can also function as a recreational activity, which is a bike tour to enjoy the nature of an area. In Indonesia, the use of bicycles in 2020 increased 10 times or up to 1000% compared to October 2019 because cycling has become a lifestyle in the pandemic era (Wibowo, 2020). People can do a bike tour alone themselves or they can choose a tour package to do a bike tour offered by some of bicycle rental services. One of the bicycle rental services in Indonesia, especially in East Java, that also offers bike tour packages are located in Situbondo Regency.

Situbondo, one of the regencies in East Java, has interesting natural scenery especially in its beautiful rural areas. There are also several places where people can learn about the culture of Situbondo Regency. Those places can be easily visited only by doing a bike tour because most of the places are not really far. Because of the potential, SpedaKita, the one and only bicycle rental service in Situbondo, has emerged as a startup business that offers a cycling tour package in Situbondo.

SpedaKita is a relatively new business because SpedaKita just started its business in June 2020. SpedaKita is addressed at Jalan Cempaka Gang Patokan 7, Situbondo. SpedaKita offers various bicycles for rent by individuals or groups. SpedaKita also offers bike tour packages that people can choose to visit some interesting places around Situbondo Regency which have also been recommended by SpedaKita. The bike tour package also include with a guide that will take the customers to those places.

From the preliminary study conducted by the writer, it is revealed that not many people know about SpedaKita because they only do promotions using social media and also because SpedaKita is a new business. SpedaKita does promotion using social media such as Instagram (@spedakita) and Facebook (spedakita) to show the activities. On Instagram and Facebook, SpedaKita does not provide

detailed information about the price for the service and what the customers will get if they use the service of SpedaKita. The next information the writer got is that SpedaKita never gets foreign customers. Most of the customers are Indonesians and they know about Spedakita through word-of-mouth information. Based on this problem, the writer proposed to make a bilingual booklet as an additional promotional medium to provide more detailed information about SpedaKita and its main services. This is necessary to allow the potential customers to find anything related to SpedaKita either offline or online in one place. Therefore, the customers will get detailed information about SpedaKita. Moreover, a bilingual booklet can reach more potential customers from various regions and increase the opportunities for SpedaKita to get foreign customers.

Booklet is a book that is used as a medium to show the products and services of a company (Priyana, 2019). A printed booklet is made to reach walk-in customers and an e-booklet is also provided to reach potential customers through the existing social media. This booklet is available in a bilingual version, Indonesian and English. The booklet is different compared to the social media because the booklet gives information in two languages. Meanwhile in social media, SpedaKita only provides information in Indonesian. Therefore, the local people and also foreigners can know what SpedaKita offers.

## **1.2 Objective**

The objective of the final project is to help SpedaKita promote its business by making a booklet as a promotional media for SpedaKita.

## **1.3 Significances**

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

#### 1.3.1 for the writer

The final project can be a means for the writer to apply his writing and computer skills that have been learned during the study and to apply his translating skill to translate the content in the booklet.

#### 1.3.2 for SpedaKita

The product of this final project can be a promotion media that can be used by SpedaKita because it contains some information of products that SpedaKita has offered and to attract foreign tourist to use their service.

#### 1.3.3 for the Domestic and Foreign Tourists

The product of this final project can be used by the potential customers to get clear and detailed information about the services offered by SpedaKita.

#### 1.3.4 for the Students of English Study Program

The report and the product of this final project can be used by the English Study Program students as a reference if they will make a similar final project.