

CHAPTER 1. INTRODUCTION

1.1 Background

East Java is one of the provinces in Indonesian which has amazing tourist attractions, so it can attract foreign visitors and local visitors to visit East Java. The various tourist attractions includes natural panoramas such as mountains, sea, temples, megalithic sites, national parks, and so on. The ministry of tourism stated that they still develop ecotourism object in Indonesian. In line with that statement, the tourism sector is expected to have positive growth as a foreign exchange earner. That is considering that Indonesian's tourism experienced very rapid growth in 2018 which was 12.58% higher than the average growth of the world tourism sector which only reached 5.6% and ASEAN which amounted to 7.4%. Based on the data from Ministry of Tourism, the number of foreign visitors in 2016 were 33.148 visitors, and in 2017 it was increase to 43.037 visitors, then in 2018 it was increase again to 48.734 visitors. One of the government effort is to increase the positive growth of tourism sector is by supporting tourism objects to be visited by foreign visitors and local visitors. One of the city with wonderful tourism objects is Bondowoso.

Bondowoso is one of region in East Java that provide many wonderful tourism objects. There are Ijen Crater, Kawah Wurung, Jabal Kirit, Jampit Plantation, Solor Megalithic Stone and many more. In order to give best services to the visitors, the government should provide accomodation in the form of transportations, restaurants, and hotels. In Bondowoso itself, there are several hotels that are often used to settle in one night or more by foreign visitors and local visitors before they go to the tourist attractions. They are Grand Padis hotel, DreamLand Hotel, Palm hotel and Ijen View Hotel Resort & Resto. The existence of these hotels make it easier for foreign visitors or local visitors to reach tourist attractions. One of the hotel that is often visited by foreign visitors or local visitors is Ijen View Hotel Resort & Resto Bondowoso.

Ijen View Hotel Resort & Resto Bondowoso is one of popular hotel in Bondowoso and it is three stars hotel that is quite famous in Bondowoso. This hotel located in KIS. Mangunsarkoso 888 street, Tamansari Village, Bondowoso district. This hotel was established in 2005 and it has 65 rooms with facilities such as restaurant with bar, restaurant, meeting room, ballroom, swimming pool, prayer room, wi-fi and room service. The most of foreign visitors or local visitors come to this hotel to stay over night. Based on the preliminary study, the writer got informations from the manager that the foreign visitors which has come were from China, Poland, Belgium, Russia, Holland, Malaysia, Singapore and Vietnam. Moreover, in 2019 Ijen View Hotel Resort & Resto got a great achievement as the best 3 star hotel in East Java, at *Anugerah Budaya dan Pariwisata Jawa Timur* known as East Java Culture and Tourism Award 2019. There are 87 awards for districts/cities in East Java regarding culture and tourism, including the award of regional heads who have a high commitment to developing and improving tourism in the region. This achievement proves that Ijen View Hotels, Resort and Resto is committed to provide the best service and it deserves to be promoted. In order to promote this hotel, it must be have a complete promotional media such as website, company profile video and booklet. Ijen View Hotel Resort & Resto Bondowoso has website, instagram, facebook and brochure. To compete with another hotel in Bondowoso, Ijen View Hotel Resort & Resto Bondowoso must provide a good promotional media to attract foreign and local visitors to come and stay over night

Based on premiliminary study, the writer and his two friends got recommendation to make booklet, company profile video and website. In this case, the writer took the booklet as his final project and other promotional medias had been taken by his two friends. The writer choose booklet than another promotional media because booklet is more practical, eye catching and can be used as offline promotional media. The writer was make the booklet in Bilingual, English and Indonesian version. It is expected can help the hotel to be better known for foreign and local visitors. Why this booklet made in Bilingual version, because previously the hotel has already have a brochure in Indonesian, and the writer was planned to make a booklet in bilingual version, English and Indonesian. Eventhough the

information from the brochure is very limited, but domestic tourists can be easy to get the information. Thus, the writer decided to make a booklet as a promotional media for Ijen View Hotel Resort and Resto.

1.2 Objective

The objective of this final project was to make a booklet for Ijen View Hotel Resort & Resto Bondowoso

1.3 Significances

Based on the objective, the significances of the report and product of the project are :

1.3.1 For the writer

The writer applied and improved a language skills such as writing skill especially in making the script in bilingualism to make content in English and Indonesian.

1.3.2 For Ijen View Hotel Resort & Resto

The booklet could provide as offline promotional media to increase the number of foreign and local visitors.

1.3.3 For the Readers

The booklet could help the readers to know the information about the hotel clearly and completely.

1.3.4 For the student of English Study Program

The results of this final project could be give a reference for the students who will conduct the similar final project.