

CHAPTER 1. INTRODUCTION

1.1. Background

Probolinggo is one of the cities in east Java that has many tourism objects. The city of Probolinggo is known as the city that have a good panorama since the mountains in the Probolinggo district maintained by the community. Probolinggo is also a resting place for foreign and local tourists which provides several interesting tourist attractions, both natural and artificial such as Gili Ketapang Beach tours, Madakaripura Waterfalls, and Bermi Ecopark.

Bermi Ecopark is a lake-tourism spot that is also equipped with playgrounds. Currently, Bermi Ecopark tourism is actively operates and open for tourists. However, this tour is still new, so it is less known by the public. Bermi ecopark located in Bermi Village, Kec, Krucil, Probolinggo Regency. Bermi Ecopark is a new tour agency managed by PT. YTL. Before being managed by PT. YTL this tourist spot was managed by the local community. After several years of not active, PT. YTL took over the management of Bermi Ecopark tourism. PT. YTL made improvements and added writer so that this tour was worth visited by tourists.

YTL Corporation Berhad is an integrated infrastructure developer with extensive operations in countries including Malaysia, Singapore, the United Kingdom, Australia, France, Indonesia, Japan, Jordan, Myanmar, the Netherlands, Thailand and Vietnam and total assets of RM72.3 billion (USD16.2 billion) as at 30 June 2022.

Based on the result of interview that the author did with the manager of Bermi Ecopark, the writer got information that promotional activities carried out only using social media in the form of Instagram @bermi_ecopark and Facebook BERMI_indah accounts, in which there is not complete information about tourism activities. Therefore, the author will make a promotional media in the form of a booklet that contains complete information about Bermi Ecopark. The author made a booklet in a bilingual version, namely Indonesian for local tourists and English to attract foreign tourist.

E-Booklet is an electronic-based pocket book that is attractive and easily accessible to all local people and foreigners who go on vacation to Indonesia. The development of science and technology has a major impact on society, with the development of science and technology we can use it to promote or introduce new tourism, by making E-booklets. And Booklet is a book that is usually used as a medium to display various products and services of a company.

Promotional media are important to promote tourism objects because they can help to attract readers to come to tourist attractions. The advantages of using printed media such as booklets are easy to be made and practical in use (because it can be used anywhere and anytime) it does not require electricity. Therefore, the writer decided to make a booklet as a promotional medium to help the promotion of Bermi Ecopark.

1.2 Objective

The objective of this final project was to make a booklet as a promotion media of Bermi Ecopark PT.YTL in Probolinggo. The booklet could be used by the owners to promote their tourism attractions through the information provided about Bermi Ecopark PT.YTL in Probolinggo.

1.3 Significances

Based on the objective above, this final project expected to provide benefits to the following parties:

1.3.1 For the writer

The writer can apply his skill in writing the script of the booklet, translation in translating the script, and computer skill in arranging design for the booklet.

1.3.2 For the owners

The product of this final project can be used as promotional media for the owners of Bermi Ecopark PT.YTL in Probolinggo to attract public customers interest to visit the place.

1.3.3 For tourists or readers

Both foreign and local people got information from booklets about

information of Breми Ecopark PT.YTL in Probolinggo.

1.3.4 Student of English Study Program

This final project can be a reference for students of the English Study Program who wants to conduct a similar final project, especially in making promotion media of booklet.