

CHAPTER 1. INTRODUCTION

1.1 Background

Probolinggo city is a city in the province of East Java, Indonesia. Probolinggo is located about 100km southeast of Surabaya. The city is bordered by the Madura Strait to the north, and Probolinggo Regency to the east, south and west. Probolinggo is the fourth largest city in East Java after Surabaya, Malang, and Kediri by population. As the fourth largest city in East Java, Probolinggo has become one of the most popular tourist destinations. Probolinggo has considerable tourism potential, ranging from natural attractions, historical tours, and so on. In general, Probolinggo can be reached by local and foreign tourists through Surabaya by using public transportation such as buses or trains. There are several natural attractions in Probolinggo such as Parks, Waterfalls, Lakes, Beaches and Mountains. From some of these attractions we focus on Waterfall attractions because they have considerable natural tourism potential, which of course can become tourist destinations that are in great demand by local tourists and foreign tourists, such as Madakaripura Waterfall, Hyang Darungan Waterfall, and Jaran Goyang Waterfall. The distance is 32,47 km from the city of Probolinggo, access to Jaran Goyang is quite easy, namely from Probolinggo to the Pajarakan three junction then heading to Gading then to Tiris then to Krucil to Guyangan and arrive at this Jaran Goyang Tour.

Jaran Goyang Waterfall is a tourist destination located in Guyangan Village, which has been known to local residents since the 1760s. The term Jaran Goyang itself is a place for the horse bathing queen Wilhelmina, it is said that the story of the horse being bathed under this Jaran Goyang Waterfall and rebellious and uncontrollable. From that the local community gave the term Jeren Gujeng (The Rebellious Horse), from which the term Jaran Goyang Waterfall emerged which is currently believed by the local community as a sacred place. Jaran Goyang Waterfall has a height of 70-80 meters. In addition, around the location of the waterfall there are swimming pool, gazebo, public toilet, orange tree, planted by the dutch people around the road to the waterfall. Orange trees that have existed for

decades. The tree has existed since the dutch colonial era. Along the entrance to around the location of the waterfall, planted a number of trees. Trees that the fruits can be consumed. Such as durian trees, avocados, mangosteen, and longan. The orange tree is a relic of the dutch era, now there are about 7 trees around the location of the waterfall.

The trees are one of the supporting attractions for the Jaran Goyang waterfall. Thousand of trees were planted in the last 2 years, twice. Now the fruiting trees are thriving, some of them are starting to bear fruit, a waterfall tourist attraction supported by its agrotourism. The existence of a number of fruiting tree species is one part of the projection of Guyangan Village in developing a new tourist destination in the local village. The number now reaches 400 trees. There are several facilities available such as a gazebo that visitors can be use to relax while enjoying the swift Jaran Goyang Waterfall, swimming pool, as well as public toilets, and than supporting facilities road access, ample parking space for transportation such as cars and motorcycle, also additional rides in the form of Taman 99 which is also the attraction of the Jaran Goyang Waterfall with a variety of flowers and fruits at the entrance to this Jaran Goyang Waterfall, coffee shops, food stalls and other culinary, gazebo, and also new from this Jaran Goyang Waterfall there is a fishing pond which is also a source of energy attract tourists. In addition to exploiting the potential of the village, the opening of the waterfall tourism and agro-tourism also aims to improve the economy and employment for local residents. In the natural tourism of Jaran Goyang Waterfall, there is also an area for camping which is also a tourist attraction by providing beautiful natural scenery as well as a cool atmosphere which certainly adds to the impression for tourist who want to camp on this Jaran Goyang Waterfall natural tour. Also right around the Jaran Goyang Waterfall, there are photo spots that are also an attraction for tourist to come directly to the natural attractions of Jaran Goyang Waterfall. Besides that, in the natural tourism of Jaran Goyang Waterfall there are house buildings that are similar to foreign house buildings which are very interesting and become an attraction for tourist who visit this Jaran Goyang Waterfall natural tour.

Based on interviews that have been conducted with the person in charge there,

we asked about what promotional media already owned by Jaran Goyang waterfall tour. Mr. Hasyim as the person in charge there said that for promotional media in the form of videos already existed and chose promotional media in the form of booklet, because of the waterfall Jaran Goyang does not yet have promotional media in the form of booklet, and social media such as Facebook and Instagram already exist. In addition, to the declining presence and interest of tourists due to the pandemic. Now the Guyangan villagers are starting to plan to increase tourist attraction and rebuild this Jaran Goyang waterfall tour it is still not very effective because the information is not in bilingual. Therefore to increase the number of visitor, the owner want to have a promotion media in form of printed media that they don't have. Regarding the interest of tourists, the writer goal is to increase tourist attraction and rebuild the tourist interest of this Jaran Goyang waterfall. As well as the writer hope with this promotional media so that the attraction of tourists and the surrounding community increases to maintain and develop natural tourism in this Guyangan village. Jaran Goyang waterfall natural tourism has the potential to develop or be known more widely, as well as the expectations of the Jaran Goyang waterfall owner or Guyangan village head really want this Jaran Goyang waterfall natural tour to be known by local tourists and foreign tourists.

The booklet used by the writer as a form of optimizing information on promotional media for the Jaran Goyang waterfall. Booklet as promotional media made in a bilingual version (Indonesian and English), with bilingual version can make the information easy for readers to understand. The booklet was given to the owner of the Jaran Goyang waterfall, the surrounding community and the tourism office, so that it can be introduced to tourists who come, distributed as widely as possible to reach more readers, making the booklet as a promotional media to be further improved and developed, so that the Jaran Goyang waterfall is a natural tourist attraction that is growing rapidly among local and foreign tourists.

1.2 Objective

The Objective of this final project is to make a booklet as a promotional media That can be used to promote this tourist place through the information

provided about Tourism in Probolinggo.

1.3 Significances

Based on the above Objective, the report and product of this final project are expected to provide benefits to the following parties :

1.3.1 for the writer

The writer can apply his skill in writing the content of booklet and computer skill in arranging the design of booklet.

1.3.2 for the owner

The product of this final project can be used as a promotional media for tourism district agency in Jaran Goyang Waterfall to attract public Interest to visit the place.

1.3.3 for tourists or readers

Both foreign and local people can get information from booklets about Tourism in Jaran Goyang Waterfall.

1.3.4 for the students of the English Study Program

The final project can be reference for student of English Study Program who want to conduct a similiar final project, especially in making promotional media of booklet.