

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism activity is a travelling activity conducted temporarily from an original residence to another place for a certain purpose. For the purpose, it does not for working or living but for learning something or spending time on holiday, Meyers (2009). Indonesia has many beautiful tourism objects and one of them is East Java. East Java is one of provinces in Indonesia that provides many kinds of tourism objects. Some potential objects that can be visited by the visitors are beaches, mountains, forest and waterfall that have beautiful nature condition that can be enjoyed by the people. One of regency in East Java that has many kinds of tourism objects is Jember.

Jember is one of the regencies located in the eastern part of the province of East Java which has great tourism potential. This city has many tourism objects. Such as BOTANI Educational Park, Waterboom Niagara, Puncak Rembangan, Tancak Waterfall, Duplang Historical Tourism, Loko Lori Jember, Antrokan Waterfall and Tea Garden of Mount Gambir. Jember is also popular for its beaches, such as Puger Beach, Paseban Beach, Bande Alit Beach , PAPUMA Beach, Watu Ulo Beach and Payangan Beach.

Payangan Beach is one of popular destinations in Jember after Papuma and Watu Ulo Beach.. Payangan Beach has Bukit Domba, Bukit Samboja and Teluk Love. This beach becomes one of the favorite tourist destinations in Jember and surrounding communities because this beach has exotic natural scenery. Visitors are spoiled with a cluster of waves with black sand beach. While to enjoy the blue sea, visitors can climb to the top of hill, the Bukit Samboja and Bukit Domba with a height of one hundred meters. From the top of hill, visitors can take photos with the background of the Indian Ocean and the expanse of grassland. In the Eid holiday season, many visitors have come to this tourist location. There is no entrance ticket

for enjoying the beauty of Payangan Beach. Visitors only should pay for parking area.

In Payangan Village, there is KUB Lumba-Lumba. KUB Lumba-Lumba is people community who lived in Payangan Village who has purpose to promote and increase the attractiveness of tourism there. To reach that purpose, KUB Lumba-Lumba provides ecotourism activity that is Mangrove Planting. It is because mangrove is the only coastal plant that can prevent the abrasion. So, it is very important to preserve mangrove in coastal area. Besides, KUB Lumba-Lumba also takes the advantage of mangrove which is its fruit can be made as syrup and flour. This thing is really interesting to attract visitors to come here because visitors can find and buy the product that is very rare in market so it can be a souvenir when they visit Payangan Beach. Apart from mangrove, there are some very exciting things that can be done with the KUB Lumba-lumba that are playing Banana Boat and River Tubing. The existence of KUB Lumba-Lumba is certainly very beneficial in developing the potential of Payangan Village. It is because they can be as facilitator and guide for visitors who come there. With all of those potentials that owned by KUB Lumba-Lumba, it is important to introduce them to people. So, it is important for them to have a promotional media.

Based on the writer preliminary interview with the head of KUB Lumba-Lumba, they only have a promotional media in the form video. The promotional video is only showed at television stations that were Trans TV and SCTV. Besides, it also can be watched on YouTube. However, the head of KUB Lumba-Lumba thinks that it is still not sufficient to promote and introduce KUB Lumba-Lumba because the video do not cover all things that owned by KUB Lumba-Lumba. Therefore, they need a new promotional media that can cover all things that they have.

For that reason, the writer decided to make a tourism booklet to fulfill the need of KUB Lumba-Lumba. The consideration of choosing booklet as a new promotional media is because booklet is kinds of promotional media that easy to produce, easy to use, and easy to distribute. It is supported by Ewles (2011) in Gustaning (2014) that

mentioned that booklet has some advantages, there are: the price is cheaper, easy to produce, easy to access, ease to distribute and able as reference for family and friend. The booklet will be in bilingual version that are English and bahasa Indonesia. It aims to make easy the readers in understanding the content of booklet. Additionally, the booklet used English version in order to attract foreign visitors to visit KUB Lumba-Lumba in Payangan Beach Jember. Besides, the booklet also will help the *Dinas Pariwisata* dan *Kebudayaan Jember* to promote and increase the existence of Jember Touris. This booklet was contained the picture and detail information of KUB Lumba-Lumba such as the history, the activity, and the facility provided. Therefore, it can help the prospective visitors know KUB Lumba-Lumba then be interested in visiting Payangan Beach.

1.2 Objective

The objective of this final project is to make a tourism booklet for KUB Lumba-Lumba Payangan.

1.3 Significances

Based on objective above, hopefully this final project can give benefit to the following parties:

1.3.1 For the writer

This final project can make the writer apply her English skill especially about writing skill

1.3.2 For the Tourist

The tourist can get and know the information about KUB Lumba-lumba in Payangan Beach Jember

1.3.3 For the readers

The readers can get information and reference about the tourism objects that have never been exposed before and can be interested in visiting the tourism objects.

1.3.4 For *Dinas Pariwisata dan Kebudayaan Jember*

This product can help *Dinas Pariwisata dan Kebudayaan Jember* to promote tourism objects in Payangan.

1.3.5 For the students of English Study Program

This report and product can be used as a reference for students of English Study Program who will conduct similiar final project that make a booklet.