

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is an interesting activity in the world. Tourist visits can affect social interaction with the local people around the tourism objects. There are many activities that can be done in the tourism objects like enjoying the panorama, taking pictures, enjoying the local cuisine, adventuring the place, etc. Indonesia as a developing country also indulges the tourist to have those pleasure moments.

Indonesia is a very rich country with so many unique cultures and beautiful tourism objects. Indonesia has so many beautiful beaches, forests, mountains, waterfall, and lake. Especially in East Java, there are so many regencies that have tourism potentials. One of the regencies that has the tourism potential is in Jember.

Jember is a small city that located in East Java that directly abutting to the southern sea that makes this city has so many tourism objects. Roads and railway link it with Banyuwangi to the east, Probolinggo to the northwest, and Bondowoso and Situbondo to the northeast. In east Jember, there are tea plantation of Gambir and cafe Gunitir. In west Jember, there are botanical garden, Tancak waterfall, and Patemon swimming pool. In south Jember, there are so many beautiful beaches namely Papuma, Payangan, Bandalit, Nanggalan and Watu Ulo. In addition, north Jember also has several attractive tourism objects that has to be visited by tourist like Museum Tembakau, *Balai Pelestarian Cagar Budaya Trowulan*, Rembangan, Dragon Fruit plantation and Rayap waterfall. But, unluckly there are lot of tourism objects in north Jember that are still unknown.

Many people do not know that North Jember has tourism objects that unexposed yet. The tourism objects that are still unkown are Situs Duplang, J88 hill, Kotok Forest Damarwulan waterfall and Anjasmoro waterfall. Therefore, it is needed to promote those potential tourism objects. According to Pria and Aryo (2013), the Tourism and Culture Department has already explained their effort to promote its objects by making a promotional video and guidebook, but it still cannot fulfill the tourist's need. It only gave the information about the tourism

objects generally. In line with this idea, the preliminary study which was conducted by interviewing Head of Tourism Division in Tourism Department and based on information from Tourism Department of Jember, there was guidebook which only described about tourism objects in Jember generally but it does not described all the potential tourism objects in north Jember.

According to the local society there, they said that there were several tourists knew about a new tourism objects in north Jember such as Situs Duplang, J88, Kotok Forest, Damarwulan waterfall, and Anjasmoro waterfall. They knew those tourism objects from the social media that was uploaded by other visitors who have visited there. This situation made the tourists confused because the information stated there was not complete. In the other hand, based on the interview that conducted by interviewing Tourism and Culture Department of Jember , the number of visitors for tourism in north Jember especially in J88 hill, Damarwulan waterfall, Anjasmoro waterfall were about 250 people each year, Kotok Forest was 300 people each year and Situs Duplang is 100 people each year. So, based on the result of preliminary study, it is very appropriate if north Jember has a guidebook as a promotional media. The guidebook will promote those tourism objects in north Jember which have not officially promoted by Tourism and Culture Department. This will provide very complete information. So that, it will help the tourist visit those places and can increase the number of visitors who came to those tourism objects.

Based on those reasons, the writer decided to create a tourism guidebook in north Jember entitled “Making A Guidebook Of Tourism Objects In North Jember”. It is created to provide all informations about Situs Duplang, J88 hill, Kotok Forest, Damarwulan waterfall and Anjasmoro waterfall to be used as a promotional media to promote the tourism objects in north Jember for the tourist and to show this district to be a tourism destination. The tourism guidebook will cover complete information about history of each tourism object, ticket price, the transportation to reach the tourism objects and the facilities completed with an English version that would help foreign tourist understand the book easily.

1.2 Objective

The objective of this final project was to make a guidebook of tourism objects in North Jember. It aims at giving information and promoting the existence of tourism objects in North Jember.

1.3 Significances

This final project is expected to be beneficial for the following parties. It explained as follows:

1.3.1 For the writer of Final Project

By conducting this final project, the writer could apply the knowledge that had been learned in English for Tour and Travel, *Biro Perjalanan Wisata*, Writing, Computer and Public Relation. The writer get more knowledge or informations about tourism objects in Jember.

1.3.2 For the Tourism

The product can be a medium of information to promote the tourism objects in North Jember to local and foreign visitors.

1.3.3 For Domestic Tourist and Foreign Tourists

This product is tourism guidebook of Jember that can help them get detailed information about new tourism objects in North Jember. They will be more interested to visit in there.

1.3.4 For English Study Program

The result of this Final Project is expected to be a reference and a lecturing media of the English Study Program Politeknik Negeri Jember. In addition, it can be useful for students of The English Study Program who wanted to conduct a project especially in designing a guidebook for tourism objects.