

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Nowadays people need to go on vacation when the holiday comes or they get bored with their stressful life. For some people that don't have a lot of time and find it too difficult to arrange their trip, they can solve the problem by using a travel agency. A travel agency is a company that focuses on the travel business (Lahilote, 2010). A travel agency has a big role to organize and arrange a trip for someone or a group which provides products and services such as transportation, accommodation includes a tour package.

Saputra (2015) stated that using a travel agency brings so many advantages for us. We can save our time either our money automatically when we use travel agency services. A travel agency also makes our vacation arrangement easier. But it can only happen when we pick the right travel agency that has good services. YND Holiday Tour and Travel is one of several travel agencies in Jember, they have become a professional travel agency for the past nine years, they provide their customer with qualified services and complete facilities.

The writer conducted a preliminary study to get detail information about YND Holiday Tour and Travel by having interview with the owner. YND Holiday Tour and Travel is a travel agency built-in 2010. The owner said at first he started this business as a rental car only but then when time goes by its changes and develop into a travel agency. YND Holiday Tour and Travel provides a car rental, tour, and travel. YND Holiday Tour and Travel is located at Jl. Delima Putih No.2, Patrang Sub district, Jember Regency, East Java. What makes YND Holiday Tour and Travel different from other travel agencies in Jember is because they have a vision that the satisfaction of the customer is their pride. It means this travel agency can help the customer to get a tour package that they need without reducing the service (SOP) and the facilities provided. Those were part of the writer's result of the interview with YND Holiday Tour and Travel owner.

The writer asked several questions to the owner and one of them is about the promotional media that they used and the owner said they used some promotional

media such as website, Instagram, and Facebook fan page. Then, the writer checked their website and found out that it was not updated and also their Facebook fan page which has been inactive for so long. So, the only promotional media which is still updating is Instagram, but it contains about the tour packages and the pictures or videos about the tour. The owner also stated that they still need advertising media like the booklet as their promotional media because it is easier to make than others advertising media and it can help the owner to promote their product directly to the customer at the place that has a connection with his travel agency. The last promotional media that they used doesn't provide complete information about their company product and services.

Based on the preliminary study, its concluded that YND Holiday Tour and Travel needed another promotional media. So, the writer decided to make a booklet as their promotional media with detail information about their company product and services. The booklet is a promotional media in the form of paper included the complete information of the company and their product and services. The booklet made in bilingual which is in Bahasa Indonesia and English, so that the booklet can be understood by domestic people and foreign tourists.

## **1.2 Objective**

The objective of this final project is to make a booklet as a promotional media for YND Holiday Tour and Travel that can be used to help the owner to promote their product and to help the domestic and foreign tourists to get the detail information about YND Holiday Tour and Travel.

## **1.3 Significances**

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

- a. For the writer.
- b. The writer can apply her English skills such as writing, translation, and computer ability. For YND Holiday Tour and Travel.

The product of this final project will be the promotional media of YND Holiday tour and travel that help to introduce their product and services to the customers.

- c. For the tourists or readers.

This booklet can help the customer to get the detail information about the product and services when they want to use YND Holiday Tour and Travel as their travel agency.

- d. For students of English Study Program.

Both the report and product of this final project can be used as a reference for students of English Study Program who want to conduct a similar final project.