

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is one of the interesting cities to be visited in Indonesia since it has many tourism destinations that can attract tourist such as mountain, beach, waterfall, etc. Banyuwangi also has many kinds of tourism festival such as Banyuwangi Ethno Carnival (BEC), Festival Gandrung Sewu, Festival Kuwung, International Tour De' Ijen, which is show that Banyuwangi is rich in culture and tradition. Because all of the tourist attractions that they have, many tourists from within the country and abroad interested to come into Banyuwangi. According to Statistical Data of Banyuwangi Tourism Object Visitor (2018), Banyuwangi has 4.099.588 visitors in 2016, increased to 4.931.969 in 2017 and 5.039.123 visitors in 2018. Increasing number of tourists that visited Banyuwangi every year, causing many travel agencies popping up to offer convenience in traveling.

Travel agency is a business entity to make travelling easier. According to Ismayanti (2010), Travel agency is a commercial business activity that regulates, provides, and organizes service for a person or group of people to travel with the main purpose of traveling. Travel agency makes traveling easier because they provide what the tourist needed such as transportation and accommodation. Travel agency also offer many options of tour packages which can help tourist to get an effective and interesting trip.

One of travel agency in Banyuwangi that can help tourist as a facilitator for traveling is Ayu Trans Tour and Travel. Located in Jl. Candi Agung II, Banyuwangi. Ayu Trans Tour and Travel has been established since 2008 as a rent car and developed into tour and travel in 2016 with the name Ayu Trans Tour and Travel. Ayu Trans Tour and Travel is a travel agency that provides many options of interesting tour packages. Based on the interview with the owner of Ayu Trans Tour and Travel, the writer found out that the number of customers who use services of Ayu Trans Tour and Travel is around 3.000 customers in the first two years. This number is got from 90% local tourist and 10% foreign tourist, but this number of

customers had not increased recently because Ayu Trans Tour and Travel did less promotion.

A preliminary study was conducted to gain further information about Ayu Trans Tour and Travel. In the preliminary study the writer asked the owner of Ayu Trans Tour and Travel about the promotional media used and the owner mentioned that this company only has facebook fanspage with username @Ayutrans which only contain contact person, but the facebook fanspage has not been used anymore. Ayu Trans Tour and Travel also has instagram account with username @ayuktrans_bwi, the Instagram account owned by Ayu Trans Tour and Travel contains pictures, videos, and contact person. It was also found out that Ayu Trans Tour and Travel needed another kind of promotional media. The owner said that he need booklet for its promotional media, so the customer can get the information about their services and their product easily. The booklet also will be distributed in several place, such as Tourist Information Centre, Banyuwangi gift shop, and lodging. Booklet is an important promotional media, because the information given are detailed and supported by the picture (Ardhi, 2013). The advantages of using a booklet as a promotional media is that information given are detailed because there is lot information about the company and also the selling product which can make tourist who want to use their services easy to understand and choose what services that appropriate for their needs.

Based on the explanation above, it can be concluded that Ayu Trans Tour and Travel needed a promotional media in the form of booklet. The writer makes a booklet which provides completed information about Ayu Trans Tour and Travel for the final project. The booklet was written in bilinguals, Bahasa Indonesia and English.

1.2 Objective

The objective of this final project is to make a booklet as a promotional media for Ayu Trans Tour and Travel that can be used to help customer to get information about Ayu Trans Tour and Travel.

1.3 Significances

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

a. For the writer

The writer can apply her skill in writing, translating text and computer skill

b. For Ayu Trans Tour and Travel

This final project can used as promotional media of Ayu Trans Tour and Travel that can attract people to use their product and services.

c. For tourist, customer or readers

This final project can help them to get detail information about Ayu Trans Tour and Travel product and service.

d. For student of English Study Program

The report and product of this final project can be used as references for students of English Study Program State Polytechnic of Jember who want to conduct similar final project.