

CHAPTER 1. INTRODUCTION

1.1 Background

Situbondo is one of regencies in East Java which is located at the edge of Java Island. This regency has an area of 1,638.50 km that is located in the middle of Java to Bali land route. This area makes the regional economy more potential for further development. The largest source of livelihood in Situbondo comes from the agricultural sector such as sugarcane and tobacco but some areas bordering to the Madura and Bali strait have good potential in the marine sector such as ferry port (pelabuhan jangkar) and fisherman. The other sector comes from tourism sector that is also a potential for Situbondo (Situbondo Tourism, 2017). Situbondo is in strategic place. It has long coastline and protected forest areas which offers beautiful view and tourism spot.

Situbondo has potential tourist attractions include natural attraction, man-made tourist attraction, sport attraction, and special events. For natural attraction there are some well-known spot such as *Pasir Putih Beach*, *Tampora Beach*, and *Baluran National Park*. *Tirta Pandawa* swimming pool and *Poo Tong Biaw* temple is a Buddhist place of worship as the example of man-made tourist attraction. One of sport attraction in Situbondo is called *Ojhung* that is like martial art that show the participants physical strength. For special event there is *Chariot Parade*. In this parade, the participants are riding horse carriage for celebrating the anniversary of Situbondo. Also, there is a new tourist attraction in Situbondo called *kampung kerbau* which literally means as buffalo village (Rizal Dani from Times Indonesia, 2020). This location is in Pecinan village Mangaran Situbondo. It gives a stunning natural view of the canal and its surroundings. All this information especially about tourist attraction need to be well inform to the people. One of the ways is from travel agents that can promote all tourist attraction to attract people to visit.

Travel agent is a public service provides travel and tourism services to the general public individual or group. Travel agency offers accommodation of different kind of travelling packages for each destination. It provides tour activities, transportation, lodging, and tourist information. One of the travel agents in

Situbondo is Kusuma Indah Tour and Travel located on Jalan Banyuwangi Km 7 Kapongan, Situbondo Jawa Timur. This travel agent has been running since 2013. It offers some tour packages to interesting destination like Yogyakarta, Bali, Lombok, Banyuwangi, and local destination such as Baluran national park.

Based on the result of interview with the owner of Kusuma Indah Tour, the writer got some information about promotion strategy that has been conducted by Kusuma Indah. It promotes the tour packages in social media such as Instagram (IG). The IG address is @kusumaindah_tour. The content of IG includes information about regular travel from Situbondo-Surabaya or vice versa, open trip to go to some tourism spots such as Lombok, Bali, Yogyakarta, and Banyuwangi. It provides private trip for tourist that want to have private journey. Link for contact person for asking detail information stated at bio Instagram. Instagram feeds shows some photographs that have a few information about tourism spot in various areas and insert some information about Kusuma Indah Travel. For Instagram highlight has some additional simple information about packages and feedback from the customers. The result from interview explained that the segment of Kusuma Indah Travel focusses in digital platform because it could reach more customers from the internet. To reach customers digital platform, they share some information about Kusuma Travel through social media.

Kusuma Indah tour and travel did not have a media promotion that explain the tour package in detail. Hopefully, with the e-booklet, Kusuma Indah tour and travel have a proper media promotion that explains the detail of tour packages. By using promotional e-booklet or digital booklet with detailed information could help this travel agent share the newest tour packages through their social media. This e-booklet uploaded on Instagram @kusumaindahtour. The e-booklet wrote in bilingual, English and Bahasa Indonesia. It provided complete information about the tourism packages such as Jogja tour packages, Bali tour packages, Banyuwangi tour packages, and Lombok tour packages. It expected to attract customers both domestic and foreign to get to know tour packaged by Kusuma Indah Tour and Travel.

The booklet is a simple promotional media since it can capture people's

attention, is easy to distribute, and can reach all groups. As a result, the booklet is one of the most effective promotional media for promoting a product (In Ilmat,2011). Therefore, the writer makes an e-booklet or digital booklet as a promotional media for Kusuma Indah Travel to help Kusuma Indah Travel to provide updated information and also to promote the travel agent so visitors interested in their services.

1.2 Objective

The objective this final project is to make an e-Booklet as Promotional Media for Kusuma Indah Tour and Travel to attract costumer.

1.3 Significances

This final project, hopefully, it have been done give benefit for the following parties:

1.3.1 For the writer

By doing this final Project, the writer applied the skills and knowledge that have got from English Study Program such as writing and reading. The writer also applied computer and translating ability.

1.3.2 Kusuma Indah Tour and Travel

The product of this final project can be used as a promotional media to introduce, promote the tour packaged to the customer.

1.3.3 Students 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.