

CHAPTER 1. INTRODUCTION

1.1. Background

Indonesia is the biggest archipelago country in the world. According to Soebagyo (2012), Indonesia has 17,508 islands, often called an archipelago or maritime country. The islands in Indonesia have abundant natural resources. It makes Indonesia has many potential sectors of tourism. From this, the government is aware of increasing the tourism sector in Indonesia. Tourism is a vacation activity carried out by someone outside the routine activities. According to Law no. 10/2009, tourism is a variety of activities supported by various facilities and services provided by the community, business people, government, and local governments (UU Tourism: 2009 in Putri 2018). The tourism industry can be built by creating a tourist attraction using existing resources.

Indonesia has many tourist attractions that make many visitors visit for a vacation. During the holidays, tourists need a place to rest. According to Ernawati et al. (2019), Indonesia has several lodging accommodations, such as homestays, hotels, and villas. The lodging industry is beneficial for developing tourism in Indonesia regarding regional income and tourist attraction. Comfortable lodging can attract tourists to visit an area. One of the lodging industries is homestay. According to Sagita et al. (2021), a homestay is a house rented to tourists for a specified amount of time with daily payments. Homestay is shaped like houses and does not have much room. Therefore, tourists can still feel the atmosphere like home while on vacation.

There are many homestays in Indonesia with various concepts. One of them is Doho Homestay. Doho Homestay is a lodging industry located at Doho Street No. 8, Summersari, Jember, East Java 68122. Based on the interview with one of the management staff, Doho Homestay was constructed in 2013 and started operating in 2015 with a family homestay concept. It offers service and an ambiance that is symptomatic of a home and makes visitors feel comfortable while staying there. Doho Homestay has six room types: Superior, Deluxe, Deluxe Executive, Emerald, Platinum, and Family. These have a rate range from IDR 275,000, - to IDR550,000-. Doho Homestay has other facilities, such as rooms, a swimming pool, a ballroom, a restaurant, and a front desk with a lobby.

Doho Homestay has three branches: First is Doho Homestay 2, second is Kartanegara Homestay, and the third is Rumah Kita Homestay. The writer focused on making the promotional booklet for Doho Homestay 1 because the booklet content is the facilities and the rooms of that place.

During the Doho Homestay operation, the management data shows that tourists visiting it are relatively few but consistent. In the new normal era, after the Covid 19 pandemic, the number of tourists visiting was few but crowded on weekdays. Doho Homestay has only been visited by regular customers or those who know from social media. Visitors can see updated information about Doho Homestay on social media such as WhatsApp, Facebook, and Instagram. WhatsApp is used for visitors who want to book rooms. Their Instagram contains photos of Doho Homestay atmosphere, guest reviews, and events held at Doho Homestay the Instagram was last updated in November 2022. Their Facebook has pictures of Doho Homestay atmosphere and events held at Doho Homestay and was last edited in 2017. Doho Homestay social media cannot help increase the number of visitors because it does not always update the relevant information about Doho Homestay. To increase the attractiveness and number of visitors to this place. It needs new promotional media and new content to update the way of promotion at Doho Homestay to make this place more popular and more people visit it. In this case, the writer suggests the owner make a booklet to increase visitors. According to Armyn & Heldi (2019), a booklet is a type of print media with a booklike shape used to promote a product. This booklet provided complete information about Doho Homestay. It can be distributed to the public at an exhibition introducing Doho Homestay. The booklet also distributes as a soft file to the public. The design makes it interesting to read and easy to understand.

This booklet was made in a 2D version. The booklet described the place with pictures and information. The package shows photos of the facilities and rooms owned by Doho Homestay so that people are interested and visit it. This booklet wrote in a bilingual version: Indonesian and English. Indonesian for domestic visitors and English for foreign visitors.

1.2 Objective

This final project aims to make a promotional booklet for Doho Homestay in Indonesian and English.

1.3 Significances

From the above explanation, the significances of making a promotional booklet are:

1.1.1 The Writer

Doing this final project had a good impact on improving my writing skills for writing the script, my computer skills for making the script and compiling the report, and my translation skills for translating the script from Indonesian into English.

1.1.2 The Owner of Doho Homestay

With this final project, the owner of Doho Homestay benefits by having new promotional media to introduce Doho Homestay to many people. So that it makes customers interested and visit Doho Homestay.

1.1.3 The Customer

With this final project, customers know more specific information about Doho Homestay with the booklet photos and description. They make visitors interested to read the booklet and visit the place.

1.1.4 The Student of Language, Communication, and Tourism

For Language, Communication, and Tourism, this final project has a good impact on students who work on their final project because it is a reference for making final assignments, especially booklet promotional media.