

CHAPTER 1. INTRODUCTION

In this chapter, the writer briefly explains the background of tourism in Indonesia and East Java, especially in Jember Regency. The writer explains the reason why Puncak Badean needs booklet for media promotion.

1.1 Background

Tourism is a social, cultural, and profitable exertion on a relaxing and refreshing trip. Tourism provides many choices for people to spend time, like the beauty of nature, recreational parks, and national parks could be an option. In recent times, tourism development in Indonesia has been progressing fleetly. Indonesia's Tourism industries is the second-best contributor to the country's foreign exchange income for years (Irawan et al, 2019). Indonesia is an archipelagic country that has a lot of beautiful tourist objects. There are many interesting tourist destinations in Indonesia. According to Adriyanto (2015), Indonesia has a rich natural diversity of land and ocean, interesting sites with historical value and world heritage, various art and culture, making the tourism sector become one of the leading sectors in Indonesia. Indonesia has a lot of potential tourist places, such as Denpasar, Yogyakarta, Central Java, West Java, and especially East Java.

East Java is one of the famous tourist provinces in Indonesia. East Java has a number of excellent destinations that are no less interesting than other provinces. The number of visits by international tourists and local tourists from year to year has increased. Based on data from the East Java Provincial Administration and Culture Service, international tourists in the target area in January-September 2022 reached 35.427 visits, or increased by 433,14% from recent years. East Java has excellent destinations ready to be vended to international tourist. There are a lot of popular tourist destinations in East Java, such as Mount Bromo, Ijen Crater, Baluran National Park, Tumpak Sewu Waterfall, and other places. Besides, there are also some popular destinations for local tourists, especially religious tourism, like Makam Sunan Bonang in Tuban, Syeh Maulana Malik Ibrahim in Gresik, and Makam Sunan Ampel in Surabaya. Furthermore, among those tourist destinations

in East Java, one district in East Java that has many interesting tourist objects, namely Jember Regency. Jember Regency has a geographical landscape ranging from coastal waters, forests, and lowlands which provides many tourist destinations. Jember as one of the tourist destinations in East Java has many interesting things with great tourism potential. Jember has a variety of famous tourist attractions such as Papuma Beach, Mount Gambir Tea Garden, recreational park Mini Zoo Jember, and others. One of tourist attractions in Jember Regency is Puncak Badean Tourism Park. Puncak Badean Tourism Park is a tourism based on water games (rivers), waterfalls, and agro-tourism is located in Badean Village, Bangsalsari, Jember Regency. This tourist attraction is about 25 kilometers from the center of Jember. Tourists can do some activities in Puncak Badean and various facilities are available in this tourist destination

Based on the preliminary study, the writer got information about this place. In 2018 Puncak Badean originally wanted to be a pool, but it was canceled due to the Covid-19 pandemic. Then, in the middle of 2020, they took the initiative to transform the area into a recreation place. Although Puncak Badean was relatively new at that time, there were several international tourists visited Puncak Badean. The tourist could enjoy this destination because they had complete facilities in this lowland area. A clear view of the mountains and cool air from the river can make the tourists feel comfortable and relaxed.

Puncak Badean is a potential tourist destinations with two kinds of promotional media Video and Website. They also used social media, such as Facebook (Puncak Badean), Instagram (@puncakbadean), and YouTube (Puncak Badean). The management mentioned that many visitors visited when this tourist destination opened, not only local tourist but also several international tourists who come to Puncak Badean. However, after that time, the total number of visitors is declining caused of the Covid-19 Pandemic, and all of the promotional media are not explained in detail. The social media owned by Puncak Badean is rarely updated. The other promotional media lack explanation about activities and what things are there and could be done in Puncak Badean. There are many new facilities that have yet to be discovered by tourists and are expected to be known

by tourist, also more visiting not only when Puncak Badean goes viral. He also mentioned that he wants promotional media that provides clear, latest, and complete information.

The Booklet is a publication medium that can accommodate and share some information because it has many pages. Booklet as one of the print media has the advantage of being able to reach a wider area because it can be carried anywhere because of its small size. Booklets can also be used as complete information providers and contain more interesting text or writing and colored pictures or photos (Rahmatih, 2018). According to Gustaning (2013), as a printed medium, a booklet has advantages. This medium can be used easily as a medium or tool for self-learning, is low cost, and is more durable than audio and visual media. The Head of the Marketing Division in Puncak Badean asked the writer to make a booklet as a promotional medium of Puncak Badean that provides English and Bahasa Indonesia. Based on the condition, the writer decided to make a promotional medium in the form of a booklet as the final project to help the Head of the Marketing Division promote Puncak Badean.

Based on the reason above, the writer created a booklet as a promotional medium of Puncak Badean for the final project. Using the booklet as a promotional medium is a good result and has many advantages. With Puncak Badean booklet, the writer hopes it can provide good visualization and clear information for local and international tourists about Puncak Badean.

1.2 Objective

The objective of the final project is to make a booklet as a promotional medium of Puncak Badean Jember.

1.3 Significances

Based on the objective above, hopefully the final report and the product of this final project can give benefits the following parties:

1.3.1 The Writer

The writer can apply her writing and translation skills when making a script. The writer also be able to apply her computer skills when editing a booklet.

1.3.2 Puncak Badean Jember

The booklet can be used as media of promotion to promote Puncak Badean Jember with complete information and guidance for tourists while going there.

1.3.3 The Visitors

The booklet can help visitors to get complete information about Puncak Badean Jember.

1.3.4 Students of the English Study Program

The final project can be used as a reference for students of English Study Program Politeknik Negeri Jember who will conduct a similar project, especially in making a promotional booklet.

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