

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is closely related to the world of hospitality, especially hotels. This is because a hotel serves as an accommodation to facilitate tourists who are coming to the tourism area itself. Usually, areas with many tourist attractions also have many hotels around them. The main function of the hotel is as a means to meet the needs of guests (tourists) as a temporary place to stay while away. Indonesia as a country that is rich in tourist attractions, also has many hotels to facilitate tourists staying while on vacation. Jember includes a city that has many hotels around its tourist attractions.

There are many hotels in Jember, one of them is InnBox Capsule Hotel. This hotel is located in the downtown of the city, specifically at Jalan Kalimantan, Summersari, Jember, East Java. InnBox Capsule Hotel was established with a low-budget concept in a capsule shape which makes InnBox Capsule Hotel unique from other hotels in Jember. Even though this hotel has a low-budget concept, the facilities are sufficient for the visitor's needs. During the pandemic Covid-19, most businesses were closed and bankrupt, but InnBox Capsule Hotel still exists and has succeeded in facing the challenges so they continue to operate until now.

Based on the uniqueness and the potential of InnBox Capsule Hotel, the writer is interested in to know more about this hotel. To gain more information, the writer conducted a preliminary study by interviewing the owner of InnBox Capsule Hotel. He mentioned, at first in 2018 this hotel was built as a boarding house for girls, but then renovated by the owner because he was inspired by his experience of traveling abroad and staying at various types of hotels. Then he built a low-budget hotel specifically for travelers who only needed a place to stay. According to Joson (2022), capsule hotels are accommodations with a compact space and futuristic style located in metropolitan cities, also targeting the individual who is looking for a one-night stay on a low budget.

After conducting a preliminary study, the writer obtained further information about InnBox Capsule Hotel, and found that InnBox Capsule Hotel

uses media social as a promotional medium. They are an Instagram account (@innboxcapsulehotel), a Facebook account (@InnboxCapsuleHotel), and a website account (innboxcapsulehotel.business.site). Unfortunately, that social media are not running smoothly because the owner was rarely active in updating the content. From those facts, the owner of InnBox Capsule Hotel requested to the writer to make a promotional medium that can describe his hotel briefly and show the facilities in detail with easily understood by local and foreign visitors. Since the visitors who have visited to this hotel are not only from Indonesia but also from America, Spain, Netherlands, and so on. Besides, the owner of InnBox Capsule Hotel also wants to complete their promotional media.

Based on the information that has been obtained in the preliminary study, the writer agreed with the owner's request and decided to make a bilingual booklet as a promotional medium. According to Satmoko and Astuti (2006), booklet is media that match with the owner's requests because booklet is media that contain complete data information and is also easily accessible to anyone, anytime and anywhere. This bilingual booklet will present complete and detailed information about the hotel and facilities using two languages, Indonesian and English. Moreover, this booklet will be made in digital and printed versions. For the digital version, the link of the booklet will be included in its bio Instagram account. Meanwhile, the printed version will be distributed when the visitors come to the Innbox Capsule Hotel.

1.2 Objective

The objective of this final project is to make a bilingual booklet as a promotional medium in English and Indonesian for InnBox Capsule Hotel.

1.3 Significances

Based on the objective above, the significances of this final project are:

1.3.1 For the Writer

In making this final project, the writer practice the writing and design skills that have been obtained in the lectures, such as Academic Writing which helped

her in composing great and correct paragraphs, Translation which helped her to translate the scripts, Media Development which helped her in making the design of the booklet.

1.3.2 For the InnBox Capsule Hotel

This booklet is dedicated to InnBox Capsule Hotel to support and also promote their hotels to become well-known by domestic and international people.

1.3.3 For the Local and Foreign Visitors

This booklet helps local and foreign visitors to get complete information about InnBox Capsule Hotel such as the types and the price of room, the facilities, the history, achievement, testimonials also the rating.

1.3.4 For Student of English Study Program

The product of this final project can be a reference for students of English Study Program in making the same final project, especially in making a booklet as promotional media.