

CHAPTER 1. INTRODUCTION

This chapter explains the introduction regarding the making of a booklet as a promotional medium of Agrowisata Gading Asri Jember. The explanations are about the background, objective, and significances of the booklet which is also the final project.

1.1 Background

Jember is one of the cities in East Java province with various wealth owned. Various tourist attractions are in Jember, such as Watu Ulo Beach, Tanjung Papuma Beach, Tancak Waterfalls, and Rembangan. Jember has many nicknames, according to Amanah (2022), Jember is widely known as The City of Tobacco, The City of Thousands of Hills, and The City of Carnival. In addition, Jember also has event internationally famous tourist attractions, one of the biggest events that are always held each year is the Jember Fashion Carnaval (JFC). Jember has specialty food, those are Suwar Suwir, and Prol Tape is food that is processed from tape or cassava based on Pria and Aryo (2013). So, it is no wonder if many tourists from various regions and foreigners who come to visit Jember to spend their holiday time or want to see and follow the events in Jember.

The natural beauty of Jember has great potential to be used as a tourist attraction, one of which is an agro-tourism area. According to Palit et al., (2017), agro-tourism is a series of tourism activities that utilize the potential of agriculture as a tourist attraction, both the potential of natural scenery, its agricultural areas, and the peculiarity also diversity of creation activities and its agricultural technology and agricultural culture. One of the agro-tourism in Jember and can be a recommendation for others spending time on vacation is Agrowisata Gading Asri Jember. This place is located in Taman Gading Resident, Blok N-20, Tumpengsari, Tegal Besar, Kaliwates, Jember Regency, East Java.

The writer conducted a preliminary study by interviewed the owner of Agrowisata Gading Asri Jember. Based on the interview that has been conducted, it can be seen that this place was originally just a family garden, but it is potentially great to serve as a tourist attraction because of the support and the desire of the owner. The owner explained that this place began to be established around 2015. This place has an area of about 3 hectares with beautiful views from a shared fruit garden and various facilities, such as toilets, musholla, minimarket, playground, and cafe, that can be used by all visitors. This place has its own uniqueness: its location in a housing complex in the middle of Jember, and it does not reduce the sight of this tourist attraction. This also makes local visitors and foreign tourists feel curious, so they visit this place. In addition, this place also has several social media accounts as a medium of promotion as well as media communication with visitors, such as Instagram accounts (@Agrowisata_gadingasri), Facebook (@Agro Wisata Gading Asri Jember), Maps (Agrowisata Gading Asri), TikTok (@agrowisatagadinga), and Whatsapp Business (Agrowisata Gading Asri). Not all of their social media are updated periodically, and they only upload a few photos and videos without complete information about the place. Besides that, the owner also does not have print media as a promotional media tool. So, many visitors and foreign tourists feel difficult to know more information about this place, such as how to make a reservation when going to visit this place. This also causes the number of visitors to not increase much due to incomplete information provided.

Therefore, the writer offered to the owner to make a bilingual printed booklet and e-booklet as a promotional medium for Agrowisata Gading Asri Jember, and later the bilingual booklet can be used by visitors and foreign tourists. Because a booklet is one the promotional media in the form of books or printed media that can provide complete information accompanied by supporting images so that it can be easily understood by readers, and also the booklet can be used without the use of the internet. In addition, according to Rahmatih et al., (2018), a booklet is a small and thin book containing information equipped with photos. The booklet

also has advantages, among others, is maintained by small, equipped with a concise, complete, and well-organized description and images as illustrations.

1.2 Objective

The objective of this project is to make a booklet as a promotional medium of Agrowisata Gading Asri Jember. This booklet will be made and designed with various information to visitors who come through. In addition, it is expected that this booklet can realize the desire of the owner to promote the place.

1.3 Significances

1.3.1 For the writer

With this final project, the writer can apply her skill in writing scripts, her skill in translating languages from Indonesian into English, and her skill in creating designs for a product made of a booklet. Additionally, this can help the writer to get a new experience with promotional media, especially in making a booklet.

1.3.2 For the visitors

As the promotional media, this booklet can help visitors to get various information about Agrowisata Gading Asri Jember. The visitors will feel easier to understand the place, such as being able to learn about the history of the place.

1.3.3 For the owner of Agrowisata Gading Asri Jember

This booklet can be used as promotional media by tourist attractions to attract interest and can increase the number of their visitors. Because this booklet can complement the owner's promotional media to promote this place.

1.3.4 For the students of English Study Program

This product and the final project can be used as an additional reference for making a booklet for promotional media for students of English Study Program.