

CHAPTER 1. INTRODUCTION

1.1 Background

Bondowoso is one regency in East Java that has a potential as a highland tourism object. That is because Bondowoso is located in the mountain range, such as Mount Raung, Mount Ijen, and Mount Argopuro. Therefore, it caused some tourism objects located in the highland area.

Based on the result of an interview that the writer did with a promotional staff of Bondowoso Tourism Department, in 2019, Bondowoso had 34 tourism objects which were organized by Bondowoso Tourism Department including culture, adventure, and nature tourism objects. In terms of four nature tourism objects in Bondowoso are located in Wringin District. The interviewed staff also said that there are four nature tourism objects organized by Bondowoso Tourism Department and located in Sumbercanting Village and Glingseran Village Wringin District. The tourism objects are Pemandangan Alam Arak - Arak, Batu Pintu, Taman Dewi Rengganis and Air Terjun Sulaeman. In November 2019, the number of visitors who visited nature tourism objects in Wringin reached 1650 local tourists and 54 foreign tourists (Bondowoso Tourism Department, 2019).

Another result of the interview that the writer got was Bondowoso Tourism Department already have a promotional booklet of all Bondowoso Tourism Objects including culture, adventure, and nature tourism objects. Bondowoso Tourism Department needs a spesific promotional medium for nature tourism objects in Wringin District, so that visitors can explore more about four nature tourism objects in Wringin District and it can increase the number of visitors. The staff said that they need a printed promotional medium like booklet to be given to visitors of four nature tourism objects and to be displayed in exhibition.

Promotional media are important to promote tourism objects. According to Jayadi and Nadapdap (2016), promotional media become a solution to introduce a produce. Thus, the writer decided to make a booklet to promote nature tourism objects located in Wringin District.

1.2 Objective

The objective of the final project was to make a promotional booklet for Wringin District Bondowoso, which is aimed to promote four nature tourism objects located in Wringin District (Pemandangan Alam Arak - Arak, Batu Pintu, Taman Dewi Rengganis and Air Terjun Sulaeman) to local and foreign tourists.

1.3 Significances

Based on the objective above, hopefully the report and the product of this final project can give benefit to the following parties.

a. for the writer

This final project can be a medium for the writer to apply her writing skill (writing the content of the booklet and draft of the final project report) and her computer skill (making her booklet).

b. for the tourism management in Wringin

This product of final project will help the tourism management in Wringin District to promote tourism objects to local and foreign tourists.

c. for the Bondowoso Tourism Department

This product of final project can help Bondowoso Tourism Department promote tourism objects in Bondowoso especially in Wringin District.

d. for students of English Study Program

This final project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct similar final projects, especially making a promotional booklet.