

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country with diverse ethnic groups and possesses abundant tourism potential. This diversity enables the creation and development of a thriving tourism industry. This industry is a crucial opportunity for Indonesia, as it has become highly profitable and holds great promise for the nation's growth. According to Rusby & Arif (2020), tourism plays a crucial role in socio-cultural development by showcasing and promoting the nation's image domestically and internationally. Tourism is a sector that offers great growth potential, mainly because Indonesia has many tourist attractions that can be used to trigger the interest of both domestic and foreign tourists to visit.

There are many tourist destinations that have great potential, one of those is in Bondowoso. It is one of the regencies in Indonesia that holds huge potential in the tourism sector. It has an area of 1.560,10 km east of Java Island (Sulistiyowati & Widodo, 2018). It is home to a variety of fascinating destinations for tourists to visit. Many destinations can be visited in Bondowoso, such as Wurung Crater, Ijen Crater, Raung Mountain, Tancak Kembar Waterfall, and Belawan Waterfall. To enhance the convenience of visitors planning and exploring tourist attractions in Bondowoso, the presence of an event organizer becomes crucial, as it can facilitate travelers' needs ranging from transportation to accommodation arrangements. One of the event organizers in Bondowoso is Berkah Alam Outdoor Organizer.

Berkah Alam Outdoor Organizer is an event organizer located at Jalan Brigpol Sudarlan No. 27, Desa Nangkaan, Kecamatan Bondowoso, Kabupaten Bondowoso, East Java. Event organizers are people involved in an organization that organizes events from planning, implementation, to completion of the event (Keizer, 2011). Its business not only provides services for arranging events but also provides services for clients who want to travel to mountains and various places in Indonesia. Its business has great potential to support and develop tourism in Indonesia, especially in the Bondowoso area.

The writer conducted the preliminary study by interviewing the owner. It was conducted on 21 June 2023 in the Berkah Alam Outdoor Organizer Office in Bondowoso. When conducting interviews, the writer asked open-ended questions to the owner, which

is necessary to obtain detailed information. Based on the result of the preliminary study, the writer gathered information about it. This event organizer was established in 2018 when the owner was in college. In 2018, it was a rental of camping tents and tools. However, over time, the business developed into an event organizer. Currently, the promotion is accessible through multiple social media. Instagram, with the address @berkahalam_outdooractivity. It contains information about the event and tour documentation and services. Tiktok, with the address @berkahalam_outdooractivity. It contains video documentation from the tour and event. Facebook, with the address @Outdoor Event Organizer Bondowoso. This platform contains information about tour documentation.

However, the use of social media still not fulfill the owner's target. Based on the data from the owner, in 2023 it handles 30 events while the owner's target is 60 events. Only about 50% reached the owner's target. The social media of Berkah Alam Outdoor Organizer only offers information in Indonesian. While the owner needs media promotion with bilingualism because he said that the clients who use Berkah Alam services are not only local people but also from Germany, Australia, and Swiss. The information about services provided through social media is still not useful for the clients, this is because several services are not available such as trip to Bali, Yogyakarta, Jakarta, private trip to Arjuna Mountain, and private trip to Argopuro Mountain. From the explanation above, it can be concluded that Berkah Alam Outdoor Organizer needs new promotional media to cover all the services and tour packages to increase the number of visitors and reach the owner's target.

Based on the discussion with the owner, it is suggested that a booklet is the promotion medium needed. The booklet was selected because it contains important information supported by picture illustrations. The information in each service in the booklet content is supported by pictures which will be useful to attract readers' attention. In addition, the booklet content was made in a persuasive text, so later it will influence the reader to use the Berkah Alam Outdoor Organizer services. The booklet was made into printed and electronic booklets. Both versions of the booklets aim to expand the business market so that later, it will not only do offline promotion but also online promotion. The printed booklet was placed in the Berkah Alam Outdoor Organizer Office

in the Bondowoso. Meanwhile, the electronic booklet was uploaded to Berkah Alam Outdoor Organizer's social media account.

1.2 Objective

The objective of the final project is to make a bilingual booklet as a promotional medium for Berkah Alam Outdoor Organizer.

1.3 Significances

The report and the product can give the benefit for following parties.

1.3.1 For the Writer

The writer can apply her writing and translation skills while making a promotional booklet.

1.3.2 For the Readers

The booklet can help the readers know about Berkah Alam Outdoor Organizer, especially the services and the tour package.

1.3.3 For the Owner of Berkah Alam Outdoor Organizer

The booklet can help the owner Berkah Alam Outdoor Organizer to introduce and promote the service. Also, this product can take the newest promotional media for Berkah Alam Outdoor Organizer.

1.3.4 For the Students of the English Study Program

The booklet can be used as a reference for students in English study program who want to make a similar final project, especially making a booklet.