

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is defined as the activities of person identified as visitors. A visitor is someone who is making a visit to a main destination outside his/her usual environment for less than a year for any main purpose including holidays, leisure and recreation, business, health, education or other purposes. This scope is much wider than the traditional perception of tourists, which included only those travelling for leisure (UNWTO statistics Guidelines, 2010). Tourism in Indonesia is an important component of the Indonesian economy as well as a significant source of its foreign exchange revenues. Indonesia's tourism industry posted strong growth in most segments in 2016. According to data from the Ministry of Tourism (MoT), Indonesia welcomed 12 million foreign visitors, an increase of more than 15% on 2015. This figure matches almost exactly the government's target of 12m tourist arrivals for the year.

Bojonegoro is one of regencies in East Java that has great potential tourism objects to be explored by tourist both domestic and foreign. This regency offers various tourism objects which are started from natural until educational tourism such as *Kayangan Api*, *Atas Angin*, *Teksas Wonocolo*, *Wisata Edukasi Agroguna*, and *Wisata Edukasi Gerabah*,. By having those potentials, Bojonegoro can attract tourist's attention to visit that it can automatically increase regency's income. In attracting the tourist, Bojonegoro Government absolutely need media to promote its tourism objects.

Based on the writer's preliminary interview with the staff of Tourism Department of Bojonegoro, the writer got some information about tourist visit and the available promotional media. For tourist visit, the staff of Tourism Department of Bojonegoro said that tourists who visit were about 39.154 in a year. Meanwhile, Tourism Department of Bojonegoro has website and booklet as promotional media.

To obtain relevant data, the writer did preliminary observation by analyzing the website and booklet. First, the website can be visited on dinbudpar.bojonegorokab.go.id entitled “Dinas Kebudayaan dan Pariwisata Pemerintah Kabupaten Bojonegoro” that was created at 2014. The website covers all information needed by the tourist who wants to visit Bojonegoro. This website contains the information of Bojonegoro Regency, news, agenda of annual event, gallery of tourism object, and also contact. Second, the travel guide book used by Tourism Department of Bojonegoro entitled “Bojonegoro Sahabat Dunia” that was created at 2016. This booklet contains information about Bojonegoro such as the information of several tourism objects, batik gallery, traditional art, the annual event, featured product’s gallery, native tribe of Bojonegoro, typical food, accommodation, and visual map. All of the contents are described in *bahasa Indonesia*. The staff of Tourism Department of Bojonegoro said that they need newest promotional media in a new version such as bilingual version. They also need the more simple promotional media that easy to use and carry.

Based on the fact and reason, the writer decided to make a booklet entitled “Wonderful Secret of Bojonegoro”. Besides, the writer decided to make booklet because booklet is one of promotional media that easy to produce, easy to use, and easy to distribute. The booklet is different with the website and travel guide book of Tourism Department of Bojonegoro because it is in bilingual version which are English and *Bahasa Indonesia*. It also shows tourism object in Bojonegoro completed by detail information of each tourism object that is not mentioned in the website. Therefore, the tourist both domestic and foreign can know and get information about tourism object in Bojonegoro easily.

1.2 Objective

The objective of this project was making booklet as a promotional media that can help Culture and Tourism Department of Bojonegoro to promote Bojonegoro tourism objects.

1.3 Significance

The significances of this final project are :

a. For the writer

The writer can fulfill the requirements of graduation by making this final project of English Study Program. The writer applied his language skill especially writing as well as translation in making this final project.

b. For Culture and Tourism Department of Bojonegoro

The department can use the product of this final project as an additional promotional media to promote tourism objects in Bojonegoro.

c. For the Tourist

The booklet provides information about tourism object in Bojonegoro