

CHAPTER I. INTRODUCTION

1.1 Background

Tourism is an activity of spending time away from home for relaxation and refreshing Çelebi, (2018). According to Asyah (2019), the tourist city is a resource located in the downtown area and offers a variety of entertainment activities, commercial or other activities of visitors. Jember is one of tourist cities in Indonesia because Jember has various places such as Tanjung Papuma, Argopuro Mountain, Payangan Beach, Tancak Waterfall, Dira Park Balung, Rembangan Public Bath, Dira Kencong Shopping Centre and Waterpark and etc.

Dira Kencong Shopping Centre and Waterpark is family-friendly tourism park that combines the concept of photography, mall, hotel, and artificial tourism (man-made attraction). Dira Kencong Shopping Centre and Waterpark located in Jember city, East Java. This place is unique because it combines several facilities and an amusement park such as a hotel, mall, waterpark, and cafe. There are lots of objects that visitors could try and enjoy at this Dira Kencong Shopping Centre and Waterpark. In Dira visitors could book a room to take a rest while enjoying the parks on the day they visit Dira Kencong Shopping Centre and Waterpark. Dira mall provided gifts and needs of the visitors during their visit to Dira Kencong Shopping Centre and Waterpark. Dira Waterpark can amuse the visitor when they feel so tired and want to swim in swimming pool. Dira also has cafe provide a vacation look-alike in Kuta beach in Bali and visitors can enjoy the café while relaxing with drinks.

The writer chosen Dira Kencong Shopping Center and Waterpark as the venues for conducting the final project because Dira itself boasts exceptional potential for development, offering a blend of commercial and recreational opportunities that align perfectly with the project's objectives. The writer also conducted preliminary study by interviewing the manager of Dira Kencong Shopping Centre and Waterpark to get detailed information about this place. From the interview that has been done, the writer got the information that Dira Kencong Shopping Center and Waterpark was established in June 2019 and the writer also got the information that

in 2023, the visitors sometimes decreased significantly till 45%. Before that the visitors during weekdays reached approximately 160 visitors a day, and for weekend it reached around 900 visitors. However, in 2023 during weekdays the visitors were just 40-80 visitors a day, and for weekend it reached 250-350 visitors. The manager believed Dira Kencong Shopping Centre and Waterpark will be visited by many visitors like before in the future.

For additional information, the manager of Dira Kencong Shopping Centre and Waterpark has been promoting through social media from Instagram, Facebook and also video promotional in YouTube channel. However, they were only posting photos and some short videos of visitors when enjoying Dira Shopping Centre and Waterpark. There was no complete information regarding this place in those social media.

Based on the above information, the writer discussed with the manager to make promotional media for promoting products in the form of printed booklet. The manager said in order to increase the interest of tourists who will come to the tourism objects at Dira Kencong Shopping Centre and Waterpark, so they needed a booklet which it would be easier to be brought and share it to local visitors and international visitors. Based on the result of discussion the writer and the manager decided to make a booklet as promotional media of Dira Kencong Shopping Centre and Waterpark. We believed that the content of the booklet will able to provide complete information and attract the visitors both domestic and foreign visitors because the booklet was made in bilingual version, English version for overseas visitors and Indonesia for local visitors.

Booklet is an advertising media intended to attract public attention. According to Resty & Utomo (2020), booklets are a promotional tool that can attract a large number of customers. Its existence contains various information that the readers can see.

Based the reason above, the writer made a booklet as the final project for Dira Kencong Shopping Centre and Waterpark as promotional media. The booklet for Dira Kencong Shopping Center could serve as a comprehensive guide for visitors, providing essential information about the center's facilities, services, and offerings.

This booklet could offer maps, directories, and descriptions of shops, restaurants, and entertainment options within the center, making it easier for visitors to navigate and explore. Additionally, it could highlight any special events, promotions, or discounts.

1.2 Objective

The objective of this final project was to make a booklet as promotional media for Dira Kencong Shopping Centre and Waterpark in bilingual version (Bahasa Indonesia and English).

1.3 Significances

The significance of the report and the product of this final project were expected to be useful for these following parties:

1.3.1 For the Writer

The writer could enhance his writing skills while composing the script and the final project report. Besides, the writer could improve the writer's speaking abilities during the interview with the manager of Dira Kencong and enhance his translation ability when converting content from bahasa to English when creating a script for the product.

1.3.2 For Readers

Domestic and foreign reader got more detailed information and reference about Dira Kencong Shopping Centre and Waterpark from the booklet.

1.3.3 For the owner of Dira Kencong Shopping Centre and Waterpark

The product of this final project could help the manager of Dira Kencong Shopping Centre and Waterpark to promote its product to the customer and reach wider customer by giving detailed and clear information.

1.3.4 For the student of the English Study Program

The students of the English Study Program, especially those who want to conduct a similar project could use the report and product of this final project as a reference when they conducted a final project.