

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is rich in cultural diversity and has great tourism potential. This wealth offers various opportunities for tourism development that can provide benefits to various aspects of people's lives. As stated by Rusby & Arif (2020), tourism is important in improving social and cultural aspects. This situation provides a significant boost to the growth of the tourism industry, where travel agents or agencies become a potential supporting factor. They assist tourists in planning and organizing trips by providing various services, such as travel packages, transportation, accommodation, and unique experiences. Their existence enables travelers to enjoy a comfortable and memorable trip.

A professional travel agent can facilitate the smooth progression of a tourist trip, from arranging transportation to organizing accommodation, while making sure the tour experience is fun. Based on Yoeti (2013), a travel agent is a company that generates revenue and profits by offering and selling products and services to customers. These businesses provide services for organizing trips to the mountains and various tourist attractions in Indonesia. This industry has significant potential to support and develop tourism in Indonesia. One example of a travel agency that contributes to promoting local tourism is Gita Anugrah Wisata, which focuses on providing facilities and services for visitors who want to enjoy the beauty of nature. Gita Anugrah Wisata uniqueness is its specialization in handling government and institutional tour groups, especially from the health and education sectors. The agency is known for offering well-organized, all-inclusive packages that cater to official group needs, including transportation, accommodation, documentation, and itinerary planning.

To better understand its role and contribution, the writer interviewed the owner of Gita Anugrah Wisata, a service agency engaged in tourism, located in Kabupaten Jombang, Kecamatan Sumobito, Gg. Manggis No. 123, with more than 14 years of experience since 2010. This travel agency offers a variety of tour packages to customer needs. These include group tour packages, private packages,

domestic packages, and international packages. With a vision to become a leading travel service provider and a mission to provide a satisfying travel experience, this agency also has goals to reach foreign countries.

However, even though it has great potential in the tourism sector, Gita Anugrah Wisata has not been able to maximize its promotional media to increase sales of tour packages. Currently, Gita Anugrah Wisata's main promotional media is Instagram (@gita_anugrahwisata), which has 1,648 followers and 928 posts, and does not have a website. However, the promotional efforts have not been effective in increasing tour package sales. One contributing factor is that the content is only provided in Indonesian, limiting its reach to international audiences. In addition, the content is not updated regularly, most recently, it was noted that the last content update was one year ago and many posts lack attractive visuals or persuasive messages that are necessary for effective promotion. The owner also uploads tour events to the Black Cat Tour Jombang YouTube channel, but the reach remains low with only 100 subscribers and an average of 20 views per month. Gita Anugrah Wisata's social media currently only provides information in Indonesian. The owner realizes the importance of promotional media presented in two languages, in accordance with the company's goal to reach international tourists in order to expand the market share.

Based on the discussion with the owner, the writer suggested that a booklet is one of the promotional media needed. Because it contains important information supported by image illustrations, thereby effectively attracting the reader's attention. In addition, the contents of the booklet are presented in the form of persuasive text, so that later it can influence readers to use the services of Gita Anugrah Wisata. The booklet is currently in the development and trial phase. It has been designed and partially distributed to selected partners and customers for initial feedback. Gita Anugrah Wisata has responded positively to the booklet, recognizing it as a valuable promotional tool. The owner appreciated the clarity of information and the visual layout and expressed interest in using the booklet in future promotional campaigns. The booklet is available in two formats, printed and digital. The printed version of the booklet is prepared for offline promotional purposes and

is placed at the Gita Anugrah Wisata office, allowing customers who visit in person to easily access the information and consider using the services, while the e-booklet version is designed to be distributed via email and social media to reach a broader, especially international, audience. The booklet is made in both Indonesian and English to expand the market and increase the number of foreign customers. In addition, the creation of this booklet is expected to improve the image of the agency and expand the Gita Anugrah Wisata network both domestically and international.

1.2 Objective

The objective of this final project is to make a bilingual promotional booklet in both English and Bahasa Indonesia for Gita Anugrah Wisata. The booklet aims to expand the company's marketing reach by appealing to both domestic and international clients.

1.3 Significances

Based on the objectives above, hopefully, the final report and the product of this final project can be beneficial for the following parties.

1.3.1 For the Writer

The writer can improve his writing and translation skills by optimizing the content of the promotional booklet. Optimally translate the content that the writer has into making promotional booklets, to create content that is clear, persuasive, and easy to understand.

1.3.2 For Gita Anugrah Wisata Owner

This booklet assists in introducing and promoting the services of Gita Anugrah Wisata to a broader audience. By using both Indonesian and English, the content becomes accessible to international customers, aligning with the company's vision to reach global markets.

1.3.3 For the Readers

This booklet can help readers get detailed information about Gita Anugrah Wisata, especially regarding the services and tour packages that are offered.

1.3.4 For Students of the English Study Program

The report of this final project can be used as a reference for students of the English Study Program, who want to conduct a similar project, especially making a booklet as the output of their final project.