

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the largest archipelagic countries. Based on data from the Directorate General of General Government, Ministry of Home Affairs, and published by the Central Bureau of Statistics, Indonesia has 17,504 islands, spread across 32 provinces. It has several kinds of tourism potential, which are nature, culture, history, religion, and shopping tourism (Rahma, 2020). All of this tourism potential can help improve the country's economy. According to Yakup (2019) besides playing an essential role as one of the country's sources of foreign exchange revenue, tourism can boost economic growth by reducing unemployment rates and increasing productivity.

One of Indonesian regions with significant tourism potential is Kabupaten Jember, located in the eastern part of Java Island. This area offers diverse attractions, ranging from the stunning beauty of Papuma Beach and the incredible atmosphere of the Argopuro Mountains to iconic annual traditions such as the Jember Fashion Carnival, an international fashion celebration. Tourism involves many other industries, including hotels, restaurants, eateries, land, sea, air transportations, and services such as travel agencies and tour guides (Nurmansyah, 2014). Developing the travel agency industry is crucial for optimizing the tourism potential in Kabupaten Jember. Offering affordable tour packages and hosting engaging events can attract more domestic and international tourists to Jember.

One of the tour and travel companies in Jember is PT. Travelogy Tour Organizer is located at Jalan Mastrip number 71, Summersari, Jember, East Java. A travel agent is a company that is needed by tourists when traveling. It is a business that sells travel services, tourist information, flight tickets, accommodation services (hotels), and everything else that tourists need (Wijayanti 2019). The company embodies the concept of flexible, creative, and fun travel, making it easier for customers to utilize its services. In addition to tour services, the company also offers

event organizer services, making it easier for customers to avoid having to switch service providers.

The writer conducted the preliminary study at the office of PT. Travelogy Tour Organizer on January 13, 2025. The writer interviewed the owner to obtain the necessary data, including the company's history, services offered, and promotional methods. Based on the preliminary study results, PT. Travelogy Tour Organizer was established on April 10, 2023, by three founders who have long experience in the field of tourism, thus providing a professional foundation and strong insight into business management. The owner said the company provides fleet rental, intercity travel, ticketing, event organization, and tour packages. PT. Travelogy Tour Organizer promoted its services through social media platforms such as WhatsApp, Instagram (@travelogy.organizer), Tiktok (@travelogy.tou.organizer), and door-to-door methods.

However, PT. Travelogy Tour Organizer's use of social media remains suboptimal due to the insufficient provision of information known only to a few. This can be seen from the company's social media followers, who are fewer than 200. Instagram only provides some documentation of activities carried out by companies. While TikTok is similar to Instagram, which contains video documentation of activities, some videos provide information about open trips. Based on the explanation above, it can be concluded that the company utilizes social media mainly to document activities and share trip announcements. This promotional media is not very optimal because the use of social media is less effective in providing information. This proves the need for new promotional media that effectively showcase all company information and services.

Based on the discussions with the owner, the writer created bilingual booklets in print and electronic. The printed booklet is to be used in the PT. Travelogy Tour Organizer office. At the same time, an electronic booklet can be used for online access and can be placed on the company's social media. This bilingual booklet to be available in Indonesian for local tourists and in English for foreign tourists, ensuring the content is accessible to anyone. The writer created a bilingual booklet as a promotional medium to provide information about the company, its offerings,

and its services. This bilingual booklet has helped PT. Travelogy Tour Organizer Share information and services the company offers to local and international tourists.

1.2 Objective

The objective of the final project is to create a booklet as a promotional medium for PT. Travelogy Tour Organizer. By creating a booklet in two languages, the company aims to attract international clients to utilize its services.

1.3 Significances

Based on the objective above, the significance of this final project can be beneficial for several parties:

1.3.1 For The Writer

This final project increases their writing skills, enabling the writer to write correctly and well.

1.3.2 For The Owner of PT. Travelogy Tour Organizer

This final project helps the PT. Travelogy Tour Organizer owner promote products and provide information about the company to customers.

1.3.3 For The Readers

This final project helps readers to get to know and find out information about PT. Travelogy Tour Organizer.

1.3.4 For The Student of the English Study Program

This final project is a reference for students who want to do a final project, especially making a booklet as a promotional medium.