

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that stretches from Sabang to Merauke. It is also one of the largest tourism countries in the world. Tourism has become a very important sector of the Indonesian economy. In recent years, the Indonesian government has adopted the concept of sustainable tourism which means the development of a concept of traveling that can have a long-term impact to ensure that tourism growth goes hand in hand with maintaining natural ecosystems, local communities, and culture (Nasrullah, 2021). With this, the government got the idea to increase revenue through business development in the hospitality sector which focuses around tourism areas. With the variety of tourist attractions in Indonesia, made tourists willing to come even though they travel a very long distance, thus requiring tourists to rest first before doing tourism activities. This problem encourages the government and many entrepreneurs to think creatively and develop a business in the field of hospitality in tourist areas, one of which is the Resort.

There are several inns such as Sidomuncul Hotel, Rengganis Hotel, Omah Kayu Villa, The Pasir Putih Villa, and Wisma Pika Keluarga Villa. However, of the many hotels and villas in the Pasir Putih Beach area, the writer chose Labuan Resort because Labuan Resort offers stunning natural beauty with a direct view of the beach, as well as comfortable, safe, and complete facilities for families and individuals. Unlike other lodgings, Labuan Resort is the only resort in the Pasir Putih area. This also made Labuan Resort a unique lodging destination. Labuan Resort also has several recreational facilities for visitors to experience rest and recreation. In addition, Labuan Resort is unique with its quiet and private atmosphere, perfect for relaxing and resting. Labuan Resort also provided very friendly service to visitors, so many visitors feel satisfied staying at Labuan Resort and make it an unforgettable experience when visiting.

The lack of promotional media needed by Labuan Resort in the form of printed media such as a guidebook and booklet, makes Labuan Resort a little difficult to promote. Labuan Resort is focused on promoting social media platforms in the form of promotional videos and video footage of Labuan Resort. Therefore, Labuan Resort does not have promotional media in the form of printed media such as booklets to be distributed to visiting customers. Based on a preliminary study conducted with The Human Resource Development (HRD) through an interview on 5 October 2024, the writer got information that Labuan Resort is one of a private business owned by Mr. Imam Hidayat, exactly in 2023. So far, Labuan resort uses social media Instagram (@labuanresort) with 161K followers, YouTube (@LabuanResort) with 66 subscribers, and Tik Tok (@labuanresort) with 5822 followers, the content of all social media load about the facilities and other testimonial from customers who ever come to Labuan Resort. The content aims to introduce and promote their existence, the followers are also foreign tourists who have visited there. Labuan Resort has its own charm, besides being close to the Pasir Putih Beach tourist attraction, Labuan Resort also provides several attractions that can be enjoyed by visitors who stay at Labuan Resort, in addition the customers can take a picture with a beautiful view and swim in the pool that Labuan Resort provides.

Based on the results of discussions with the HRD, the interviewee and analysis data, Labuan Resort needed a bilingual booklet for their promotional media. Because there are foreign tourists and local tourists who visit, but do not know in detail about what facilities and services are at Labuan Resort. Based on these needs, the writer would make a booklet for Labuan Resort as a means of promotional media to attract visitors to stay at Labuan Resort. According to Pralisaputri et al. (2016) Booklets are small and contain information that is easy to carry anywhere. The booklet that the writer proposes to design would be in printed and electronic form (e-booklet) to increase offline and online promotion of Labuan Resort. The printed booklet was planned to be distributed to customers at the receptionist desk and the e-booklet was intended to be displayed on Labuan Resort's social media. The booklet was written in

Indonesian and English to help Labuan Resort promote the room accommodations to local and foreign tourists. The writer expects that the booklet product would be an easy means to introduce Labuan Resort to customers who visit Labuan Resort.

1.2 Objective

The objective of this final project was to create a booklet as a promotional medium in a bilingual version (Indonesian and English) for Labuan Resort with the aim of helping Labuan Resort to promote the products to customers.

1.3 Significances

Based on the significances of this final project is expected to be helpful for several parties:

1.3.1 For the Writer

The writer can apply her writing skills in writing a proposal and a final project report; computer skills in editing and designing a product when creating the booklet for Labuan Resort.

1.3.2 For the Customers of Labuan Resort

Local and foreign customers can get detailed information that they need about Labuan Resort and attract them to purchase the offered products.

1.3.3 For the Owner of Labuan Resort

The owner can use the product of this final project as a tool to promote and give information to the customers about Labuan Resort when holding exhibitions.

1.3.4 For the Students of the English Study Program

The final project report and product can be used as references to conduct a similar project for the students of the English Study Program.