

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country known for its many beautiful tourism spots, from cultural heritage, to natural beauty, and historical places. These attractions bring many tourists and create various tourism activities. This situation, directly or indirectly creates a need for services and products to support the tourism sector. According to Qamaruddin & Rajiman (2023), the tourism sector is a collection of production units in different industries that provide services or goods needed by tourists. By big contribution to the economy, this sector has become one of the main parts of Indonesia's economic growth. To handle the growing needs of tourists, the tourism industry is supported by various companies including travel agencies, hospitality, transportation and tourism attractions.

One of the companies operating in the tourism sector is the Tour and Travel Company. The existence of this tour and travel company become a liaison between travelers and tourism destinations. One of the companies that are engaged in Tour and Travel is Traveloky Tour and Organizer, which has its main office in Lamongan and a branch office in Malang, East Java, Indonesia. With good facilities and satisfying services, this can also increase people's interest in taking a vacation trip.

In order to get information about Traveloky Tour and Organizer, the writer conducted a preliminary study by interviewing the owner of Traveloky Tour and Organizer. The writer got information that Traveloky Tour and Organizer is a tourism service company located at Basket Street, Lowokwaru, Malang. Established in 2017, Traveloky Tour and Organizer has handled many trips such as business trips, benchmarking visit, and others within Java Island and outside of Java. However, even after 7 years in the tourism service industry, they are still facing challenges in expanding their target market. One of the main reasons is the need for improvement in promotional media. Traveloky Tour and Organizer currently continues to rely on online promotions such as Instagram (@traveloky.id), WhatsApp (+62 813-3380-0909), YouTube (Traveloky Tour & Organizer), and

offline promotions using brochures. Even though online promotions have a wide reach, it is still not enough because the use of Indonesian language in their promotions causes international customers to lose interest. In this case, the owner of Traveloky Tour and Organizer has asked the writer to create bilingual promotional media in the form of a booklet. The main reason is that the booklet is accessible both online and offline, and effectively reaches local as well as international customers by providing complete information in both Indonesian and English.

Based on the background described, the booklet plays an important and strategic role in supporting the development of promotional media for Traveloky Tour and Organizer. The owner needs a bilingual booklet to add to the existing promotional media and open opportunities for Traveloky Tour and Organizer to be more recognized by international tourists. Currently, most of their customers are local tourists. However, Traveloky Tour and Organizer have the expectation and the potential to attract customers from abroad to expand its target market. The booklet does not only serve as an effective communication tool between Traveloky Tour and Organizer and potential customers but also as a branding that strengthens the company's image in the international market. Therefore, this booklet is expected to help Traveloky Tour and Organizer expand its target market and more customers from abroad.

1.2 Objective

This final project aims to create a bilingual booklet as well as e-booklet in Indonesian and English as a promotional medium of Traveloky Tour and Organizer.

1.3 Significances

1.3.1 For the Writer

The writer can apply writing skill in the final project report and utilize editing applications. By creating a bilingual booklet in Indonesian and English, the writer can also enhance translation skill.

1.3.2 For the owner of Traveloky Tour and Organizer

Traveloky Tour and Organizer can use this final project to promote their product with an attractive and easy accessible both online and offline bilingual booklet as the product of the writer's final project.

1.3.3 For the potential customers

Local and international readers can easily find information about Traveloky Tour and Organizer. The potential customers can also easily find information about its products and services.

1.3.4 For the student of English Study Program

For the English Study Program students, this report can be a supporting reference to students who are interested in exploring similar topics.