

CHAPTER 1. BACKGROUND

1.1 BACKGROUND

Nowadays, tourism becomes popular activity in the world especially in indonesia. Indonesia is an archipelago country in South East Asia. It consists of 13.487 island. These islands are spreaded out from Sabang to Merauke. There are so many potential natural resources in it. We can find different culture, ethnics, and languages. Those are unique things that we could see in indonesia.

Jember is one of a cities in east java that has a lot of potential tourism objects. They are tourism and agrotourism. Jember is not only popular for tourism and agrotourism but also to adventure tourism as well. Adventure tourism offers an experience of excitement, danger and risk. The example adventure of tourism in jember is manggisian waterfall and tancak waterfall.

Jember has tourism objects. Therefore, domestic and foreign tourist intensively make Jember as the main tourism destination (Wirawan, 2014). The tourists visit jember need an agency to manage their trip. The function of tour and travel agency is manage tourism activity and tour and travel (Prastika, 2012).

One of tour and travel agency in jember is PT. Kajasindo Destination Management company (DMC) Tour and Travel that familiar with Kajasindo DMC Tour and Travel. It locates in the centre square, Sumatra Street Kav.06 no.179 Summersari Jember. This tour and travel has already been more than 12 years in the management group. This indicates that Kajasindo DMC Tour and Travel has lots of experiences in the world of tourism business. The management of Kajasindo DMC Tour and Travel is very attentive to fulfill the expectations of the client. Kajasindo networks are in some provinces in indonesia and Europe. Therefore, Kajasindo DMC Tour and Travel is very concern with the latest tourism packages that they offers is adventurous tourism package. This adventure tourism package it consist of sukamade turtle beach tour package, sukamade is one of beach in banyuwangi that famous with their turtles tourism and the beautiful beach. Kajasindo also offer the adventurous both of bromo mountain and ijen crater that familiar with their adventure tourism and the tourist

visit always attracted with this adventure, Kajasindo offer the adventure out of jember area because for the first time Kajasindo make the adventure tour package is in sukamade that located in banyuwangi, not only in sukamade but also Kajasindo make the adventure tour package in bromo that located in lumajang and in Ijen crater that located in Bondowoso and Banyuwangi. kajasindo also gives insurance for the client to provide comfortable and secure feeling. However, few people know in detail about adventure tourism itself. In order to make easier the client to know the packages organized that available in Kajasindo DMC Tour and Travel is booklet but the booklet isn't detail especially in adventurous tour package and there's brochure. However, the brochure is too complicated. It contains profile, packages and the structure Kajasindo management that make customers get bored to read. Besides, the contents of the brochure is not update and not relevant with the condition of kajasindo right now. Therefore, Kajasindo DMC tour and travel need the detail promotion media to promote their packages and service. For this reason, the writer makes booklet as a media to give information about adventure tourism package provided by PT. KajasindoDMC Tour and Travel.

The writer make booklet for Kajasindo DMC Tour and Travel in bilingual. It is in indonesian and english language. The writer uses indonesian and english, because the client of Kajasindo DMC Tour and Travel are not only domestic tourist but also foreign tourists.

In line with the explanation above, the writer want to make a media of promotion for help Kajasindo DMC tour and travel in providing information for client especially about tourism adventure in the form of booklet.

1.2 OBJECTIVES

The objectives of final project is to make a tourism adventure booklet of Kajasindo DMC Tour and Travel.

1.3 SIGNIFICANCES

This final project had several significances. They are for the writer, the management of Kajasindo DMC tour and travel, the customers and the English Study Program as explained below.

1.3.1 For the writer

This final project is a great facility to implement the writer's English skills such as reading, and writing. English component such as structure, grammar, vocabulary, pronunciation. Moreover the writer apply the knowledge of designing itinerary for tour and travel agency. Thus, this project becomes a chance to develop the writer's skill of making media in promoting tour and travel agency through a booklet, that may really give useful for the writer if someday the writer work in tour and travel agency.

1.3.2 For the Kajasindo DMC Tour and Travel

This booklet aims to complete the media promotion in PT. Kajasindo DMC Tour and Travel to promote adventure tourism package by Kajasindo DMC Tour and Travel.

1.3.3 For the client of Kajasindo DMC Tour and Travel

The clients get the detail information about the profile of Kajasindo, the package, and facilities of Kajasindo.

1.3.4 For the student of English Study Program

This booklet can be used as a reference and a model for the other student to conduct a similar final project in different area of discussion. Furthermore, the product can be used as an example of media promotion for student who learn English for tour and travel courses..