

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Jember is one of famous city with tourism development in East Java which is popular with beautiful views along the beach. Geographically, it borders Indonesia Ocean in the south and range about 200 km from Surabaya. Jember have beaches vacation with tourism that highlights the beauty and authenticity of nature and environmental conservation which exposed and unexposed. It has some unexposed tourism spots that are still naturally and has a lot mystery. One of them is located in Meru Betiri National Park namely Bandalit beach.

Bandalit is an exotic beach resort situated in the lowland tropical forest area about 60 km in south of Jember at Andongrejo village, Tempurejo district. This beach is famous for the calm waves where the visitors could play bodysurfing or windsurfing, watched the beauty of the rare flora is *Rafflesia Zollingeriana* (corpse flower), explore Japan bunker and the phenomena of inverted temperature in estuary. Also, the activities could be undertaken on the Eastern Estuary are birdwatching, canoeing and exploring the river using speedboat. In addition, some of facilities which available in Bandalit beach such as cottage, parking area, camping ground, body board and solar cell. The visitors could travel Bandalit beach by motorcycle or jeep around 2,5 hours from central town.

Unfortunately, the access to Bandalit is difficult to reach since the lack of information about naturally Bandalit. The electricity is limit to be used and the road to go to Bandalit is so rocky and steep. Moreover, sign to go there is not too clear. Due to the factors above, it makes some people do not want to visit Bandalit beach. According to Mrs. Ifa as Meru Betiri National Park office staff of Jember, the data of visitor who came to visit Bandalit beach from the three recent years were unstable. There these the amount of tourist coming data are 153.141 in 2012, 167.690 in 2013, and 198.973 in 2014. Therefore, it requires

media that contains complete tour and travel information that supports ease of travel in Bandalit beach. This media is guidebook that would greatly enhance the visitors to visit Bandalit beach.

Guidebook is a book of information about a place, designed for the use of visitors or tourists (New Oxford American Dictionary, 2011). A guidebook can be seen as a tool to make independent tourists feel to find advice and information worth knowing about places, attractions, accommodation, transportation, eating out, etc (Bender, Gidlow and Fisher, 2013). Hence, guidebooks make unfamiliar places known and accessible. Nevertheless, a guidebook that exposes Bandalit exclusively at this time is unavailable. According to Mrs. Ifa as Meru Betiri staff an information media that is published by Meru Betiri office is only a leaflet and it makes the tourists would be difficult to reach out and gets Bandalit's features without guidebook.

For those reasons above, it is necessary to develop a guidebook as promotion and information media. This guidebook would explore Bandalit beach throughout history and looks at the influence of old and new media. It would be aimed to the local and foreign tourist who needs more information about activities in Bandalit beach. In addition, the purpose of designing guidebook is to apply our knowledge of four English skill, especially in writing and additional skill that is computer skill.

## **1.2 Objective**

The aim of our final project is to make a guidebook of Bandalit beach as promotion media to make Bandalit beach more popular as new icon in Jember.

## **1.3 Significances**

Based on the objective above, this project hopefully gives beneficial to the significances below, they are:

### **1.3.1 To the writer**

By making guidebook, the writers are able to apply four basics English skill, especially in writing skill and additional skill that is computer skill.

### **1.3.2 To English Department Students**

This project would be useful for all students of English Department who want to produce guidebook.

### **1.3.3 To State Polytechnic of Jember**

By making guidebook, it makes State Polytechnic of Jember as one of best institutions in Indonesia.

### **1.3.4 To the Tourism and Culture Department of Jember**

The Tourism and Culture Department of Jember gets additional collection of guide book about tourism objects in Jember, especially Bandalit beach.

### **1.3.5 To the Management of Bandalit beach**

It becomes media information to promote Bandalit beach and It's features to all people

### **1.3.6 To The Readers**

The readers would get more information about the interesting potential of Bandalit beach completely.