

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Indonesia possesses significant tourism potential, particularly in promoting local destinations that highlight cultural and natural diversity. The potential of culture and local wisdom in the tourism sector remains high and may even become a trend in tourism potential in the future (Adenisa, 2020). Indonesia, with its incredible cultural and natural diversity, has become a paradise for world travelers. Bali Island, with its exotic beaches, Mount Bromo with its natural beauty, the magnificent Borobudur Temple, and Komodo National Park with its unique Komodo dragons, are some of the most popular tourist destinations. The vast Lake Toba, the underwater beauty of Raja Ampat, and the mesmerizing Kecak dance are other riches of Indonesia. Indonesia's tourism potential is immense, and numerous foreign tourists are eager to experience it. Rahmi & Kurniyati (2019) stated that the number of foreign tourist visits in Indonesia has increased every year. In 2017, the number of foreign tourist visits amounted to 14,039,799, and in 2019 it increased to 26,922,923. This shows that foreign tourists' interest in Indonesia's tourism is quite high, making the tourism sector one of the economic motors for development. Indonesia's tourism potential remains significant, especially in developing sustainable tourism that considers environmental and social aspects.

In line with this, East Java, particularly Probolinggo City, has emerged as one of the regions with high tourism potential. Located on the northern coast of East Java, Probolinggo serves as a gateway to several popular destinations, such as Bromo Tengger Semeru National Park, which offers an unforgettable trekking experience. Shylvimira et al (2021) stated that Probolinggo City has developed into a tourist, entertainment, and culinary destination with a variety of facilities. These various attractions make Probolinggo one of the cities with great potential to attract both local and international tourists.

The tour and travel industry is essential to successfully connecting these enormous resources with both home and international markets. This industry serves as the main entry point for marketing Indonesia's immense natural beauty and cultural legacy. Tour and travel businesses make sure that Indonesia's potential is acknowledged and available to tourists by professionalizing the marketing of these places. For instance, research by Aula (2023) indicates that 91% of domestic tourists are aware of the accessibility of tourist attractions,

enabling them to plan their trips more effectively. Thus, efforts to enhance tourism literacy do not merely showcase natural beauty but also equip tourists with the information needed to enjoy their experience to the fullest. To facilitate well-planned and informative trips, Mahameru Tour and Travel acts as a trusted partner, offering specially designed tour packages to explore natural beauty, supported by professional services and qualified staff.

After conducting interviews with the owner of this tour and travel business, the writer obtained information that Mahameru Tour and Travel is unique in that all tour guides and workers are residents of Bromo Mountain and employ residents in order to open up job opportunities for residents themselves, but, unfortunately Mahameru Tour and Travel only has social media instagram (@mahamerutravelpartner) which only has 61 followers, and a private WhatsApp which is only used for communication access to guests. According to the owner of Mahameru Tour and Travel, the business has been promoted through word of mouth, based on reviews from guests who have used their services.

The promotional media's specific needs were determined based on insights gathered from the owner of Mahameru Tour and Travel. The promotional media will be created using a dual-language layout in order to close the gap between home and foreign markets. The e-booklet version will be tailored for mobile viewing, enabling the owner to instantly share it with international travel agencies via digital channels, while the booklets will concentrate on visual storytelling to appeal to international aesthetic standards.

Additionally, the owner hopes that this promotional media can help potential customers obtain complete information about the services offered by Mahameru Tour and Travel. The electronic booklet is uploaded to the Instagram account of Mahameru Tour and Travel, while the printed version is used as a promotional medium for customers who visit the Mahameru Tour and Travel office directly.

## **1.2 Objective**

The objective of this final project is to create a promotional medium for Mahameru Tour and Travel in the form of a bilingual (Indonesian and English) printed and electronic booklet.

## **1.3 Significances**

Based on the objective above, it is hoped that this final project will be useful for several

parties

### **1.3.1 For The Writer**

The writer can apply various skills acquired during the English Study Program, including writing, editing, translation, and design of promotional materials. The writer applied translation skills to create bilingual text, utilised digital design tools such as Canva to produce an attractive layout for both the printed and online versions of the booklet.

### **1.3.2 For Mahameru Tour and Travel**

The product of this final project can serve as a new promotional medium in the form of a printed and electronic booklet, providing information about the products offered by Mahameru Tour and Travel to a wider audience.

### **1.3.3 For Customers and Readers**

The booklet can help customers and readers obtain comprehensive information about Mahameru Tour and Travel, enhancing their understanding and interest in the destination.

### **1.3.4 For The Student of The English Study Program**

The final project can be used as a reference for students who wish to complete their final project in the form of a booklet.

