

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism in Indonesia becomes one of the fastest sectors of the economic growth. Based on the data from BPS (*Badan Pusat Stasistik*) Indonesia (2015) there is an increasing number of tourists in 2015 compared to that in 2014. The rise is more than 10, 41 million for foreign visitors coming to Indonesia. Meanwhile number of the local tourist has already reached 225 million people in 2015. Therefore, the government focuses to develop this sector and to increase the state of revenue. It proves that the income is increasing rapidly comes from the foreign tourists. The increase of the income is for about 144 billion. The income comes from the attractive place that visits by the tourist, and that beautiful and potential natural tourism objects is spreading in entire of Indonesia.

One of famous tourism areas is in Banyuwangi. Banyuwangi is located in the eastern-most regency of Java; it is about 290 km from Surabaya. There are many tourism objects in Banyuwangi, which are already exposed or even unexposed to domestic and the foreign tourist. The example of exposed tourism objects that foreign or local tourist often visit are Red Island, Ijen Crater, G-land, and Sukamade beach. Meanwhile the example of unexposed objects is Pancer Bay (Mustika beach, Wedi Ireng beach, and Mbedil island), which is located in Pesanggaran, and 67 Km from the main town. “Mustika” means the head of Pancer Bay area. In Mustika beach we can enjoy and watch sun rise while camping there. Meanwhile Wedi Ireng is located after a hill beside the Mustika beach; it is like a private beach, because it covers by hill and forest. To reach this beach we can do through 2 ways, by walking to the hill or by the sea.

Compared with the tourism object near Pancer bay like Red Island, Pancer bay is not as famous as Red Island which already has good promotion. According to interview with staff from Tourism and culture Department, said that there is a booklet which gave information about all tourism objects in Banyuwangi, and it just give a little information about Pancer bay. It needs more promotion like Red Island, to explore the beauty.

In this case, promotional media is a mass communication media which aimed to give information, about any products or object to the public. One of the examples of promotional media is a booklet. According to Sholeh (2011) booklet is an advertising terms, that can attract the costumer's interest. The shapes of booklet is small book with the pages is less than 30 pages back and forth (Simamora, 2009) in (Gustaning, 2014). The booklet of my final project includes, the historic name of Mustika Beach, Wedi Ireng beach, and Mbedil Island, accommodation like hotel, the access to go there, event which conduct there, and the other tourism object around there.

Therefore, based on the statement above, the writer decided to make a booklet, because booklet more efficient to promote Pancer bay rather than other promotional media such as guide book. Guide book should include with complete information in larger area, meanwhile Pancer bay is only a small area. The booklet provides 2 language (Indonesian and English), because this product not only refers to local tourist but also for foreign tourist. The writer also hopes from make this project can help the tourist and give more information about Pancer bay. Also this project purposed to promote Pancer bay and make it more popular than before. By making this project, the writer can apply the skill of writing and add more knowledge about tourism and learn about the culture.

1.2 Objective

The objective of the Final Project is to create a booklet of Pancer bay in bilingual version that can be used to help the local, domestic and foreign tourist to know and visit the beach.

1.3 Significances

The significances of this project are:

1.3.1 Writer

The writers are able to apply the skill of writing skill, translation and English for Tour and Travel subject.

1.3.2 Tourist or reader

This product helps the tourist get more information about Pancer bay, so the local and foreign tourist interest to visit Pancer bay.

1.3.3 Tourism and Culture Department of Banyuwangi

The product gives more information in order to update the old product about Pancer bay and also it can be a collection for Tourism and Culture of Banyuwangi.

1.3.4 English Study Program

Can be a reference for the under level students and to be a collection book of library in State Polytechnics of Jember.