

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourism is the activities of persons travelling to and staying in places outside their usual environment for not more than one consecutive year for leisure, business, and other purposes not related to exercise of an activity remunerated from within the place visited (World Tourism Organization, 1991, in Bonarou, 2011). Tourism in Indonesia is one of important components for Indonesian economy which can be increased in recent years. It can help Indonesia's revenue, especially for the economic side. Based on Central Statistics Agency, in May 2016, the number of foreign tourists arriving in Indonesia reached 915,200 which increased 7.31 percent at the same period in 2015 (The Jakarta Post, 2016). The increase was unexpected. Statistically, the peak season of tourism visitors in Indonesia is in December but this year, it also happened in May. Related with that situation, it is a good chance for the government and citizen to develop and utilize Indonesia's tourism potential. They are natural tourism, cultural tourism, historical tourism, religion tourism, and national park.

Situbondo in East Java is one of tourist destinations area. The popular tourism objects are in the northern region of this regency such as, beach and sea and its culture, those are Bama Beach, Pasir Putih Beach, Tampora Beach, Petik Laut, and Jangkar Harbour. Another region of Situbondo is surrounded with area of plantation and agriculture, mountain range, and area of forest. In those areas, there are also some popular tourism objects such as, Baluran National Park (Savannah Bekol), Kayumas Coffee Plantation, Argopuro Mountain, Odheng, Ancak Agung Parade. Those various tourism objects called Situbondo "East Side of Paradise" which also used as Situbondo's tourism slogan.

Some people have already explored the tourism objects in Situbondo, but it only in the eastern region. Whereas, there are some fantastic places in the west side that can be explored. It is exactly located in Banyuglugur Sub District. Banyuglugur Sub District is an area that tourist can visit and explore the destination with diverse of tourism attractions, those are natural tourism, religion

tourism, historical tourism, and cultural tourism. Although Banyuglugur Sub District is only a small part of Situbondo, but it has various tourism objects. Consequently, it needs to be introduced and explored to domestic and foreign tourists.

Based on the preliminary study I had conducted, I got some important information from the chief of Tourism and Cultural District Agency (Ka. Bag. Pariwisata dan Budaya) of Situbondo. First of all, He really supports the activity of introducing those tourism objects by using a promotional media in the form of Tourism Booklet. This activity is used to attract domestic and foreign tourist to visit and explore their tourism objects, because there are tourism objects in Situbondo have not explored yet, especially in the west side of this regency. Secondly, the Tourism District Agency actually has already made the promotional media such as Tourism Booklet. Based on the previous booklet, it only explore the popular tourism objects which located in the eastern region. Whereas the western region of Situbondo has a lots of fantastic tourism objects to visit and explore. Therefore, the promotional media need to be added by some of tourism objects in the western region of Situbondo.

Based on the interviews above, I conclude that I need to introduce the tourism objects using a promotional media in the form of tourism booklet. It also suits with their purpose that is to attract and introduce to the domestic and foreign tourists.

## **1.2 Objectives**

The objective of this final project is to make a tourism booklet for Banyuglugur Sub District Situbondo entitled “The Wonderful Parts of Banyuglugur Situbondo” in bilingual version.

## **1.3 Significances**

After finishing this final project, hopefully it gives some benefits for the following parties:

#### 1. for the Writer

On the process of making this final project the writer applied the knowledge and skills learned at the English Study Program such as writing, vocabulary, grammar, translation, English for Specific Purpose subject (English for Tour and Travel), Public Relations, and computer. Those subjects are really needed by the writer since this tourism booklet developed is in the forms of bilingual.

#### 2. for The Students of English Study Program

This final project can hopefully be useful for the students of English Study Program as a reference for those who have similar final project.

#### 3. for Tourism and Cultural District Agency of Situbondo

This final project can be used as a promotional media to introduce, promote, and explore the tourism objects in Situbondo, especially in Banyuglugur Sub District. Besides that, it can also be used as an additional media of promotion to add some tourism objects that have not explored yet, especially in the western region of Situbondo.

#### 4. for Domestic and Foreign Tourist

The product of this final project gives short description and additional information about some of tourism objects in Banyuglugur Sub District that can attract tourist's attention to visit and explore those tourism objects.