

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is all of the elements consist of tourist, tourism destination, traveling, industry and more (Sedarmayanti in Solihat,2016). According to Suwanto (1997), there are some types of tourism based on its purposes such as holiday tour, familiarization tour, educational tour, scientific tour, special mission tour, special program tour and hunting tour. All types of tourism have its tourism object. Each tourism object offer a different activity and people can choose a tourism object based on their purpose. Tourism can give many benefits for each country. With tourism, the name of tourism object and the country itself can be known in other countries and make that country become more popular because many tourist will visit that country. It proves that tourism become one of important things for developing process of each country in this world. Tourism will continue to grow or even there will be a new tourism object built. So, no wonder that government always develop the tourism object in its country in order to attract the tourist from all around the world. Indonesia is one of the example countries that has a big effort to develop its tourism objects in each city, since there are still many tourism objects with a lack of facilities and bad access to reach the tourism object itself.

Indonesia is known as a country that has many kinds of natural wealth and culture, become one of favorite tourism destinations, both domestic and international. The originality of tourism objects in Indonesia becomes a characteristic of Indonesia itself. Each city in Indonesia has a tourism object with its own beauty, for example Bali and Lombok with its beautiful beaches, Central Java such as Semarang with its heritage tourism, East Java such as Malang, Banyuwangi and Jember with its natural tourism objects. Among many provinces in Indonesia, East Java is one of provinces that has many beautiful tourism objects.

East Java Province is getting popular in Indonesia due to the originality of tourism objects in each city. One of cities in East Java that has potential tourism

object is Jember. Jember is one of cities in East Java that became more popular because there are many tourism objects with its beauty. The development of tourism sector in Jember increases every year. According to data in Jember Culture and Tourism Department about the number of visitors in the end of 2015, there were 819 international visitors and 748.823 local visitors. It proves that Jember become one of cities in East Java that has a popular and potential tourism objects.

Jember has natural tourism objects such as Papuma, Payangan, Bandalit and Puger Beach which are already famous among the tourists in Indonesia and become an icon of Jember tourism. Besides the natural tourism object, Jember also has created tourism objects such as Botanical Garden, Rembangan and Gunitir Rest Area that offer the beauty and educational tourism. Among those created tourism objects in Jember, Gunitir Rest Area becomes one of tourism destinations because the tourists can do many activities that related with adventure and educational tourism.

Gunitir Rest Area is located in Gunitir Mountain, especially in frontier between Jember and Banyuwangi. Gunitir Rest Area becomes a rest area for people who travel from Banyuwangi or Bali to Jember. Known as rest area, many people know that Gunitir Rest Area only place for taking a rest after having a long travel. But, actually there are some activities that can be done by tourists there. Besides as a place for taking a rest, tourists can do some activities such as playing in outbound area, tour around Gunitir Rest Area by train, horse riding, ATV riding, visiting a coffee factory and Mrawan Tunnel and eating in the cafe. So, Gunitir Rest Area also become one of tourism object options.

Unfortunately, the promotion of Gunitir Rest Area still not effective. Gunitir Rest Area has an official website but it is not updated and the information only in Indonesian. Besides, Jember Culture and Tourism Department has a guidebook but in that guidebook, Gunitir Rest Area only has short description and information. Due to this situation, many people do not know that Gunitir Rest Area is a potential tourism object because Gunitir Rest Area is different with other rest area. Therefore, I am as writer will make a promotional media for

Gumitir Rest Area in the form of a booklet to promote it as a potential tourism object and to give information of all the activities that can be done by tourist in order to make visitors easier to choose what kind of activities that they want to do. According to Fitria in Rahayu, *et al* (2014), booklet is printed communication media with purposes to promote, giving advices or prohibitions to society in order to make people understand the message that delivered. Booklet is simple and easy to carry because it has a small size. So, Booklet of Gumitir Rest Area in Jember is an alternative way to promote its potential tourism object in Jember.

1.2 Objective

The objective of my final project is to make a booklet of Gumitir Rest Area in Jember as an additional promotion media.

1.3 Significances

The significances of my final project are :

1.3.1 For the writer

The writer can increase the knowledge of writing, reading and translation skill that got from English Study Program.

1.3.2 For Jember Culture and Tourism Department

Jember Culture and Tourism Department can use my product to promote Gumitir Rest Area as one of tourism object in Jember and also for collection in Jember Culture and Tourism Department.

1.3.3 For Gumitir Rest Area

The product can give advantages for Gumitir Rest Area in promoting the activities and the tourism object itself.

1.3.4 For The Society or Visitors

The product can give information for the society or visitors about Gumitir Rest Area as a tourism object.

1.3.5 For The English Departement Students Of Politeknik Negeri Jember

English Departement Students can use my final project as their reference, especially for students who wants making a promotion media of tourism object as their final project.