

**DEVELOPING AN AGRO TOURISM GUIDEBOOK ENTITLED  
“BONDOWOSO, THE LAND OF ORGANIC”: THE FISHERY OF *DESA  
WISATA LOMBOK KULON***

Hilmiah

English Study Program

Language, Communication and Tourism Department

**ABSTRACT**

Developing an Agrotourism Guidebook, entitled “Bondowoso, The Land of Organic”: the Fishery of *Desa Wisata Lombok Kulon* is my Final Project. This project was done based on preliminary study that the writer conducted in *Desa Wisata Organik* located on Lombok Kulon, Bondowo regency. As the information that she got, *Desa Wisata Organik Bondowoso* does not have a guidebook that provide complete information of tourism object in this place. For that reason, the writer made a tourism guidebook with newest design, concept and provided more detail information such as activities, facilities, accomodation that served in this place and special tour package in Bilingual edition. In this book consist of four aspect such as, agriculture, fishery, special tour packet and accomodation. The writer focused on fishery aspect. It was because the visitors of *Desa Wisata Organik Bondowoso* are local and foreign. In designing the product, the writer adapted the procedure of making promotion media from Ardhi (2013) according to Anugerah (2014). The writer asked editor who are help me in designing an agrotourism guidebook for make my design used Adobe Photoshop CS6. In conducting this final project, the writer applied writing skills that the writer got in English Study Program. The writer believed this product was useful for the target. In making this product the writer used six steps; those were determining purpose of product, determining target audience, determining media promotion, budgeting, providing the concept and producing the book.

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