

SUMMARY

Making A Tourism Guidebook of Puger-Jember, Dewi Fanikmawati, Nim. F31141149, Year 2017, 40 pages, Language, Communication, and Tourism Department, Politeknik Negeri Jember, Agus Setiabudi S.Pd, M.Pd (First Supervisor) and Fitri Wijayanti S.Pd, M.Pd (Second Supervisor).

Indonesia is one of countries that has many natural and historical tourism places such as Bali island, Lombok island and Java island. One of the island which has many natural and historical tourism places is Java especially East Java. Jember is one the cities in East Java which has some natural and historical tourism places such as the tourism objects in Puger.

Puger has potential tourism objects. Puger really needs a good promotional media to attract and guide the tourist to visit tourism places in Puger. Because I could not find a good or effective promotional media for promoting tourism objects in Puger, so, I decided to make a tourism guidebook of Puger Jember entitled “The Amazing Tourism of Puger”. The purpose of this tourism guidebook is giving detail information about tourism objects in Puger such as explaining about the potential tourism objects in Puger, the history, the tourism activities, the facilities, the accommodation completed with the price, the traditional event in Puger, and maps. This tourism guidebook has a small size in order easy to carry everywhere.

In making this tourism guidebook for this final project, I used 2 ways of data collecting methods those were primary data and secondary data. The first way was primary data. In the primary data were interview, observation and documentation. I interviewed the organizer of tourism objects and local society in Puger about the tourism activities, accommodation, kinds of tourism objects in Jember and the promotional media used to promote tourism in Puger. Then, I was observing about the condition and situation of the tourism objects as well as the tourism activities, accommodation in each tourism objects. In documentation, I collected the specific data such as pictures of tourism activities, visitor’s data of tourism objects that use to know the development of the tourism object in Puger,

and the maps of Puger. Meanwhile, the second way was secondary data that was study of literature. In this process, I was searching and learning some articles from internet about tourism objects as well as about Puger to collect the data of Puger.

To make this tourism guidebook, I adapted five steps from Setiawan (2013). There were determining the purpose of making guidebook, determining the content and the story theme, determining kinds of book, determining the writing language style and finishing. I added one step before finishing was revision. The content of this tourism guidebook was about tourism objects and culture in Puger. It was explaining in bilingual version that is Bahasa Indonesia and English. Therefore, to make this tourism guidebook more interesting, I supported it with the pictures and used the narrative and persuasive writing to tell about history and attract the target audience to visit the tourism objects. In the first page, I put table of content. In the second and third page, I put the short explanation about Puger. Then the next page, I put the detail information of each tourism objects such as the potential tourism objects in Puger, the history, the tourism activities, the facilities, the accommodation completed with the price, the traditional event in Puger, and maps.

In conducting this final project to make tourism guidebook of Puger, I got some difficulties such as making the script and translating it into English language. My difficulties were about grammatical structure and choosing appropriate words. Meanwhile, I could not design this tourism guidebook by myself because I did not have design graphic skill. Finally, I could solve my problem by consulting the script with the supervisors and asking the guidebook designer for making this tourism guidebook. Hopefully, this tourism guidebook of Puger would be usefull for organizer tourism of Puger and Jember Tourism Office and Culture in order to promote the potential tourism in Puger.