

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is gradually becoming the strategic mainstay industry of the national economy. Indonesia, as one of developing countries, begins to promote the country. It functions to attract and make tourists visit Indonesia. The promotion is to sell Indonesias' tourisms (Prasetya, 2014). It is indicated by various tourism objects presence which are useful to increase Indonesia's income, either natural or created tourism destination spreading across the nation. Mountain, beach, waterfall, lake, cave, water park, museum, and others are some examples, such in one beautiful place; Lumajang regency.

Lumajang is one of regencies lied in East Java. It involves in *Tapal Kuda* area, those are; Pasuruan, Probolinggo, Situbondo, Jember, and Banyuwangi. However, it stays among 3 other regencies, those are; Malang, Probolinggo, Jember, and an Indian Ocean. Lumajang offers a lot of great tourism destinations. Mountain, beach, waterfall, lake, cave, water park, museum have already existed in Lumajang. Meanwhile, some natural tourism objects become the best destination to attract domestic and non-domestic tourists, for example "The Golden Triangle Lakes.

Based on the information from www.EastJavaTourism.com, "The Golden Triangle Lakes" consist of three destinations located in Klakah and Ranuyoso Sub district, those are; Lake Klakah, Lake Pakis, and Lake Bedali. Those shapes are like triangle well-known by "The Golden Triangle Lakes". they are, for about 5 to 7 km, having short distance. They are located in different places; Lake Klakah in Tegalrandu village, Lake Pakis in Ranu Pakis village, and Lake Bedali in Ranu Bedali village. They are also located in different number of height; Lake Klakah is located at 900 M Above Sea Level, Lake Pakis is located at 700 M Above Sea Level, and Lake Bedali is located at 600 M Above Sea Level. The view background is the Great Lemongan mountain. It is at a height of 1.676 M Above Sea Level. The additional supporting aspects are having green view, a potential moment having beautiful silhouette pictures and the facility. Furthermore, those three destinations have another uniqueness. Lake Klakah offers some activities the travelers can do,

like playing duck ship, boat, traditional bamboo rafting, enjoying grilled fish and playground. Lake Pakis has a lot of embankments of fresh fish such Nile Tilapia. The traveler can enjoy it while having the beautiful view there. Lake Bedali offers an adventurous sensation because traveler should walk for about an hour, a nice place for fishing and a good spot for having camping,

Unfortunately, those destinations have not been supported yet by appropriate promotional media, there is only a tourism booklet that exists in Tourism and Culture Department of Lumajang. The available tourism booklet is a book which gives information in a very short explanation. It does not provide a specific information for each destination object, such as; location supported by map, direction, accommodation, restaurant, and even some tips. I hereby would like to develop those tourism objects by producing a tourism guidebook media that complete those lacks in order to ease the tourists who want to visit those destinations. Due to these facts, I wonder to give my tourism guidebook media entitled “The Golden Triangle lakes, parts of Lumajang’s beauty”. Through the content consisting of latest information and specific information about Triangle lakes hopefully can attract the tourist more and give more income to the society and Lumajang regency.

1.2 Objectives

The objective of my Final Project is to develop a Lumajang Tourism Guidebook that can be used to help domestic and non-domestic tourist to get The Golden Triangle Lakes tourism object

1.3 Significances

Based on the objectives above, hopefully this final project gives much benefit to the following parts;

1.3.1 Writer

I am able to apply the skill of English, especially English for Tour and Travel, Vocabulary, Translation and Writing.

1.3.2 Tourism and Cultural Department of Lumajang

This product is to give more information to the Tourism and Culture Department in order that it can give complete information to the tourist.

1.3.3 Society of Lumajang

This tourism guidebook is able to increase the income of Lumajang society, especially for Klakah and Ranuyoso society due to increasing number of the tourists visiting The Golden Triangle Lakes.

1.3.4 Tourists or readers

This product is to give more information about tourism object in Lumajang, especially about The Golden Triangle Lakes. Therefore, they become interested in visiting tourism objects in Lumajang.

1.3.5 Politeknik Negeri Jember

This product can be a reference for under levels who want to make their final project.