Designing a Tourism Guidebook of Baluran National Park (Bekol Savanna)

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ABSTRACT

Designing a Tourism Guidebook of Baluran National Park entitled "An Africa Van Java" was the project of the writer to finish his study from Politeknik Negeri Jember. This project was done based on some activities to collect complete data and information related to the content of guidebook of Baluran National Park. Besides, the content of the previous guidebook of Baluran National Park does not does not contain detailed information about Bekol Savanna. For that reason, the writer decided to design a tourism guidebook that added more detailed information about Bekol Savanna. In addition, this guidebook contained description about Bekol Savanna's environment, like tracks to go there, rest area, and activities that can be done there. Dealing with this, the writer focused on Bekol Savanna part. The writer adopted procedures of designing a guidebook proposed by Aprilia (2009) as cited in Setianingrum et al. (2015). In designing this guidebook, the writer hired a designer who is experienced in designing a tourism guidebook. The writer used 30 pages of art paper 85 gram. The program used for conducting this final project was Corel Draw X5 and Photoshop CS3 to design layout and product's background. The writer learnt new knowledge and experience in designing a guidebook by conducting this project. The writer suggested English Study Program to develop some materials related to process of designing guidebooks or other printed promotional media. Furthermore, the writer expected this guidebook to be able to help Baluran National Park in promoting and giving information for its visitors.

Keywords: Tourism Guidebook, Baluran National Park, Bekol Savanna