

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Jember, East Java, Indonesia, is known as the city of tourism. There are many kinds of tourism object in Jember that can attract tourist to come, either nature tourism objects or created tourism object. Nature tourism objects in Jember include Payangan beach, Papuma beach, Watu Ulo beach, Pancer beach, Bande Alit beach, Nanggalan beach, Tancak waterfall, Watu Ondo waterfall, Manggisian waterfall, Meru Betiri National Park. Created tourism objects include Botani Plantation, Rembangan Hill, Rembangan Dairy Cattle, Patemon, Tiara waterpark. Jember is also known as a city of events and culinary. Some events that always held in Jember are *Larung Sesaji dan Sedekah Desa*, Jember Open Marching Competition (JOMC), Jember Fashion Carnival (JFC). Culinary that famous in Jember are Suwar - suwir, Prol tape, pecel pincuk, mie setan and kabut meatball.

Based on our experience that we conducted through interview with Mr. Endi as a staff and Mrs. Deta Irama Kasih as the head of Marketing Division in Tourism and Culture Department of Jember, we got some information about Jember. We got three information after interviewed Mr. Endi, for the first was information that this department managed some tourism objects in Jember. The second was information that they also explored new tourism objects that had not exposed yet. The third was the percentage amount of tourist coming data. The percentage amount of tourist coming data for three recent years are 640.112 for 2012 years, 529.436 for 2013 years, and 607.908 for 2014 years.

We got three types of information after interviewing Mrs. Deta Irama Kasih, for the first was the Tourism and Culture Department of Jember published travel guidebook. The second was they welcomed us to make tourism guidebook for Jember. The third was she told to us about how the ideal of tourism guidebook looks like.

Mrs. Deta Irama Kasih as the head of Marketing Division in Tourism and Culture Department of Jember that has responsible for producing travel guidebook of Jember said that the ideal tourism guidebook had to contain information about

the entrance ticket price, transportation to reach tourism object, detail description of tourism objects, annual events in Jember, the cultures of Jember, tour and travel agency, hotel and restaurant around tourism object, culinary and souvenir places in Jember. One example of guidebook that almost can implement all points that Mrs. Deta said is Banyuwangi Visitor's Guidebook published by Banyuwangi Regency Culture and Tourism Department.

In Banyuwangi, Visitor's Guidebook entitled "Banyuwangi the New Paradise of Indonesian Tourism" explains all of information about Banyuwangi. It tells about what is Banyuwangi, how to reach Banyuwangi, history of Banyuwangi, legend of Banyuwangi in the first part. The second part tells about customs, art and tradition. The third part tells about tourism objects; created and nature tourism object also agro tourism and religions tourism objects completed with information of entrance ticket price, accommodation and transportation around there. The fourth part tells about Handicraft center in Banyuwangi completed with information of the address and price. The last part contains all additional information here, such as telephone center, postal services, Bank and money changer, hotel and restaurant, public transportation center, and tour and travel agent.

By seeing the existing guidebook of Jember entitled "Naturally Jember Travel Guidebook", we found that it did not give complete information. It only informed about 4 natural tourism objects; there were Tancak waterfall, Papuma beach, Payangan beach and Watu Ulo beach. 2 created tourism objects; there were Gumitir rest area and Tanoker. 1 annual event was Jember Fashion Carnival. 1 souvenir place is Rolla Batik.

After seeing those differences between the ideal guidebook looks like Mrs. Deta statement, Banyuwangi Visitor's Guidebook and the existing guide book of Jember, we could take the point that the Banyuwangi Visitor's Guidebook was more complete and almost implement all points from Mrs. Deta statement than the existing guidebook produced by Tourism and Culture Department of Jember. The existing guidebook did not give complete information about Jember. Therefore, we decided to make a tourism guidebook for Jember entitled "TOP 11 Naturally Jember Lovely Destination" in bilingual language for our final project product and

we implemented all points from Mrs. Deta statements. Tourism and Culture Department of Jember welcomed us to make tourism guidebook for Jember.

## **1.2 Objective**

The objective of our final project is to make a Jember guidebook entitled “TOP 11 Naturally Jember Lovely Destination”.

## **1.3 Significances**

Based on the objective above, hopefully this project give beneficial for following aspects:

### **1. To the writer**

The writer could apply their skill that they got from English study program such as Public Relations, Guiding, and English for Hotel and Restaurant, English for Tour and Travel, Public Speaking and computer.

### **2. To English Department Students**

This product will be the reference and addition collection book for English Department.