

## **Designing a Tourism Guidebook of Baluran National Park (Flora and Fauna)**

**Ayuningtias**

English Study Program

Language, Communication and Tourism

### ***ABSTRACT***

*Designing a Tourism Guidebook of Baluran National Park, entitled “An Africa Van Java” was the project of the writer to graduate 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 contain some descriptions on ticket price, accommodations, and price of the facilities. For that reason, the writer decided to design a tourism guidebook that added more detailed information about ticket price, accommodations and price of facilities. In addition, this guidebook contained of description and information about tourism object such as Bekol Savanna and Bama Beach; Flora and Fauna; and Accommodation provided, completed with an English versions that will help foreign tourist to understand the book easily. Dealing with this, the writer focussed on Flora and Fauna. In designing the product, the writer adopted the procedures of designing a guidebook proposed by Aprilia (2009) as cited in Setianingrum et al. (2015). The writer aslo hired designer who are expert in designing a tourism guidebook. The writer created the guidebook by using art paper 85 gram. It was contained about 30 pages. In conducting this final project, the writer applied English skill that had been learnt in English Study Program. Regarding this, the writer also got new knowledge and experiences in designing guidebook. The writer suggest for English Study Program to develop some material related to the process in designing guidebook or the others printed promotional media. Furthermore, it is hoped that the guidebook can help Baluran National Park in promoting and giving information for its visitors.*

**Keywords:** *Designing, Tourism Guidebook, Baluran National Park, Flora and Fauna*