

Developing an Agrotourism Guidebook Entitled “Bondowoso, The Land Of Organic”: The Accommodation Of *Desa Wisata Lombok Kulon*

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ABSTRACT

Developing an Agrotourism Guidebook entitled “Bondowoso: The Land of Organic”: The Accommodation of *Desa Wisata Lombok Kulon* was a final project that conducted after a preliminary study in Desa Wisata Lombok Kulon, East Java. This guidebook is made to be a media of promotion to visitors who visit this agrotourism object. There were six ways of making this final project. They were determining purpose of promotion, target of audience, determining media promotion, budgeting, providing the concept, and producing. This guidebook contains three parts: the opening consisting of cover, acknowledgement, a little breeze of *Desa Wisata Lombok Kulon*, and table of contents; the main parts consisting of explanation about agriculture, fishery, special tour package, and accommodation; and the last parts consisting of additional information for tourists such as where to eat, where to stay, and a map how to get there. In this guidebook, the writer is responsible for providing accurate information about Accommodation in Desa Wisata Lombok Kulon. Eventually, it is essential that students of English Department of *Poilt teknik Negeri Jember* have the ability in making a guidebook for tourism places. Therefore, they can contribute toward its development.

Keyword: *Tourism, Development of Promotional Media, Guidebook*