

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is one of the cities at East Java that has a lot of potential tourism objects. It consists of beach tourism, village tourism, agro tourism and cultural tourism. Beach tourism in Jember is very beautiful such as Watu Ulo and Papuma beach. It is also famous for its agro tourism. It has ICCRI (Indonesian Coffee and Cocoa Research Institute) which established in 1911 and the only one of coffee and cacao research institute in Indonesian (Jember tourism website, 2012). Jember has JFC (Jember Fashion Carnival) is a cultural tourism which raised the name of Jember in the international. This tourism activity is an event fashion which is being an icon as creativity of young people and the richness's of culture in Jember.

Beside the potential factor which has been shown above, Jember has potential tourism village such as KemuningLor village in Arjasa regency, Sukorambi village in Sukorambi regency, Sumberejo village in Ambulu regency, and Ledokombo village. Because Jember has many tourism objects, domestic and foreign tourists intensively make Jember as the main destination of tourism (Wirawan, 2014). The tourists visiting Jember require the parties that manage the tourism object such as the government of Jember, the tourism ambassador of Jember and the role of tour and travel agencies.

One of tour and travel agency in Jember which the writer had observed was *Nuansa Wisata Prima Nusantara tour and travel*, located in Karimata Street no 58 Sumbersari District of Jember. The tour and travel agency had been running in tourism field for 15 years. This indicated that *Nuansa Wisata Prima Nusantara Tour and Travel* has experience in the world of tourism. *Nuansa Wisata Prima Nusantara Tour and Travel* has cooperated with the best transport companies and 1000 domestic and international hotels and also affiliated with all of domestic and international airlines. Moreover, *Nuansa Wisata Prima Nusantara Tour and Travel* has made 50 domestic and international departures with the mount of

participants more than 5000 participants in this year. The development of *Nuansa Wisata Prima Nusantara Tour and Travel* cannot separate from the quality of the

human resources of *Nuansa Wisata Prima Nusantara Tour and Travel* that always made an innovative tour products and promotions. With the services and experiences in the world of tourism, *Nuansa Wisata Prima Nusantara Tour and Travel* has domestic and international customers. It is marked by the promotional media that tour and travel used.

Based on the writer's observation, *Nuansa Wisata Prima Nusantara Tour and Travel* has promotional media such as brochures, banners, website and social media. The promotional media in *Nuansa Wisata Prima Nusantara Tour and Travel* was sufficient enough, but it did not provide information properly such as the brochure did not renew the information, and only had one form of brochure.

In addition, based on general manager of *Nuansa Wisata Prima Nusantara Tour and Travel* statement, the brochure was not effective because the content of the brochure show too much information which made the customers confused. The brochure shown information about products service, flight service and tour packages, but did not explain description of each products. Website was only contained the empty space with the words "coming soon" without other statement because the website was under maintenance. It was caused the lack of awareness from the marketing division and made the promotional media could not be managed properly.

Moreover, based on the writer's observation *Nuansa Wisata Prima Nusantara Tour and Travel* did not have a promotional media in the form of a booklet that contains the company profile as well as the services. In fact, booklet has advantages if compared with available promotional media which *Nuansa Wisata Prima Nusantara Tour and Travel* has such as brochures, banners, websites, and social media. The information is up to date, support the existence of formal and complete information of *Nuansa Wisata Prima Nusantara Tour and Travel* because they have a corporate customers, the booklet has portable size and effective content.

Therefore, the writer decided to design booklet as a promotional media for *Nuansa Wisata Prima Nusantara Tour and Travel* that consist about the information of company profile and services, in order to promote it to customer.

1.2 Objective

The objective of final project was to design a tourism booklet as promotional media of *Nuansa Wisata Prima Nusantara Tour and Travel*.

1.3 Significances

This final project had several significances for the writer, the management of *Nuansa Wisata Prima Nusantara Tour and Travel*, the customers of *Nuansa Wisata Prima Nusantara Tour and Travel*, and the English Study Program as explained below.

1.3.1 For the Writer

By conducting this final project, the writers could apply the skill in writing. Thus, this project could become a chance to develop the skill of designing a promotional media in promoting tour and travel agency through a booklet.

1.3.2 For *Nuansa Wisata Prima Nusantara Tour and Travel*

Designing this final project was expected to give advantages for *Nuansa Wisata Prima Nusantara Tour and Travel* in promoting tourism object in Jember and the tour and travel agency itself.

1.3.3 For the customers of *Nuansa Wisata Prima Nusantara Tour and Travel*

The booklet was expected would give customers detail information about profile of *Nuansa Wisata Prima Nusantara Tour and Travel* as tour travel agency, tourism object and itinerary which offered.