

**DEVELOPING A FANTASTIC FOUR GUIDEBOOK FOR TOURISM IN
PROBOLINGGO, LUMAJANG, JEMBER AND SITUBONDO:
EXPLORING THE CULTURAL TOURISM POTENTIALS IN
LUMAJANG**

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ABSTRACT

Developing A Fantastic Four Guidebook for Tourism in Probolinggo, Lumajang, Jember and Situbondo: Exploring the Cultural Tourism Potentials in Lumajang my Final Project. The basic reason I chose this project was based on our need analysis in the cultural tourism of Lumajang regency. We found that cultural carnival, traditional dances, and batik in Lumajang was not developed, handled and promoted as well. This project focused on making a tourism guidebook in bilingual which can help the tourism department to develop their products better. The content told about cultural tourism aspects they are Jaran Kencak as cultural carnival, Kaliwungu Mask Dances as traditional dances, and *Batik* Lumajang as batik in Lumajang. The description was translated into English and Indonesian Language. The guidebook would help the readers who from foreign or domestic could understand the information about the cultural carnival, traditional and *batik*. We believed this product was useful for the target. In making this product I used 7 steps; those were need analysis, collecting data, design, writing, revising – editing, evaluation, and binding.

Keywords: *Developing, Cultural Guidebook, Lumajang*