

CHAPTER I. INTRODUCTION

1.1 Background

Indonesia is one of the countries that has great tourism potential. According to Yoeti (1983) as cited in Sari (2015), tourism potential is everything that is in the tourist destination and an attraction for people to come to visit the place. Indonesia has a lot of tourism potentials such as beaches, temples, mountains, and cultures which can attract tourists. Thus, there are many foreigners coming to Indonesia and make Indonesia one of destinations for traveling. According to Utomo (2019), Indonesia became the number one of destination in the world in 2019 on CNTraveler version. Badan Pusat Statistik (BPS) Indonesia (2018), the number of foreign tourist arrivals rose 7.53 million in 2018 or 13.08 percent than the foreign tourist arrival in 2017 which number 6.66 million. Based on the data above, due to a large number of tourism potentials in Indonesia, the country should had accommodation for visitors such as hotels.

Hotel is one of accommodations that played an important role in tourism industry development. This is because hotel has a function as accommodation for visitor during their tour. In Indonesia, there are a lot of hotels with facilities which can satisfy the tourists such as hotels in Probolinggo, East Java. Probolinggo is one of the areas often visited by tourists because of numerous tourist attractions, and some visitors choose hotels to stay. In Probolinggo, there are a lot of hotels located in cities and villages close to natural tourism object. One of them is Kampoeng Kita Hotel and Waterpark located on Jl. Argopuro Raya Condong Bremsi, Dusun Krajan 2, Condong, Gading, Probolinggo. Kampoeng Kita Hotel and Waterpark offered room prices around Rp. 269,000 - Rp. 549,000 per night. This hotel is also completed with a waterpark, which includes the facilities of the hotel. So, the guest does not need to pay more if they want to use this facility.

Based on the preliminary study that the writer did in Kampoeng Kita Hotel and Waterpark by interviewed the General Manager. Kampoeng Kita Hotel

and Waterpark used some promotional media such as booklet, website (www.kampoengkita.co.id), Instagram (@kampoeng_kita_hotel), Facebook (Kampoeng Kita Hotel Waterpark), and brochure. Unfortunately, he said that there was some problem with the booklet as promotional media. The booklet was not in contemporary design so it can not attract guests. It was also difficult for foreigners to understand because they were not in bilingual version. Based on this condition, he asked the writer to make a booklet of Kampoeng Kita Hotel & Waterpark. According to Pryana (2018), the booklet is a book that is usually used as a medium to display a variety of products and services of a company. The booklet is also able to promote the company that is run. From the explanation, the writer decided to make a booklet of Kampong Kita Hotel & Waterpark as his final project and also to promote the hotel in increasing the number of visitors to stay there.

1.2 Objective

The objective of this final project is to make a booklet as promotional media for Kampoeng Kita Hotel & Waterpark.

1.3 Significances

Based on the objective above, the report and product of this final project are expected to be useful for some parties:

1.3.1 for the writer

The writer can apply his skills that has been learned in English study program especially writing and translation.

1.3.2 for the readers

The reader will get more detailed information about Kampoeng Kita Hotel & Waterpark Probolinggo.

1.3.3 for the owner of Kampoeng Kita Hotel & Waterpark

The owner can spread detail information about Kampoeng Kita Hotel & Waterpark easily through the product of this final project to attract more customers.

1.3.4 for the students of English Study Program

This final report and product can be used as a reference for students English Study Program who want to conduct similar final project, especially in making a booklet as promotional media.