

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has significant tourism potential due to its rich culture and natural beauty, with various tourist attractions spread from Sabang to Merauke. This potential is reflected in the increasing number of international visitors. The Ministry of Tourism highlights the important role of tourism in supporting national development. In May 2025, the number of international tourist arrivals reached 1,306,000, representing a 14.01% increase compared to the previous period. Banyuwangi, known as the "Sunrise of Java," is one of the regions with considerable tourism potential. According to the Banyuwangi Regency Tourism Office (2024), tourist visits increased by 7% to 3.4 million compared to the previous year. Despite this growth, tourism development in Banyuwangi remains uneven due to limited promotional efforts, causing several potential tourist destinations to receive less public attention.

Promotion plays an important role in supporting tourism development by providing information about destinations in an attractive and effective manner. Banyuwangi is home to several well-known natural attractions, such as Pulau Merah and Kawah Ijen. Another example is Air Terjun Telunjuk Raung, which attracts visitors with its strong waterfall flow and beautiful tropical forest surroundings. However, not all tourist destinations in Banyuwangi receive the same level of promotion. As a result, public awareness of several attractions remains relatively low.

One of the destinations with considerable tourism potential is Air Terjun Legomoro, located in Glenmore District. Surrounded by pine forests, the site offers a cool and peaceful atmosphere, making it suitable for recreation and photography activities. However, information regarding its location, accessibility, facilities, and main attractions is still limited. This condition becomes one of the obstacles to its tourism development. Promotional activities mainly rely on word-of-mouth recommendations and social media posts from local communities, making Air Terjun Legomoro less familiar to both domestic and international tourists.

Therefore, more effective promotional efforts are needed to increase its visibility and attract more visitors. Improvements in supporting facilities, route information, and destination accessibility are also necessary.

The promotion of Air Terjun Legomoro is still limited and has not been carried out optimally. Information about the destination is mainly shared through occasional posts on local social media accounts, such as Instagram Glenmore 24 Jam. The content is not uploaded consistently, and its reach remains relatively limited. In addition, the absence of dedicated promotional personnel and irregular posting schedules further reduces the effectiveness of information dissemination. Therefore, attractive and informative promotional media are needed to support tourism promotion. One suitable medium is a booklet. The booklet can provide comprehensive information about Air Terjun Legomoro, including its attractions, facilities, travel information, and supporting photographs. It can also be distributed through tourism exhibitions, tourism offices, and community events to reach a wider audience.

The development of the booklet requires careful preparation to ensure that the final product is both informative and appealing. The preparation process involves collecting high-quality photographs and accurate information regarding the history, accessibility, facilities, and attractions of Air Terjun Legomoro. In addition, design elements such as color selection, layout arrangement, typography, and visual concepts are adjusted to reflect the characteristics of nature-based tourism. To reach both local and international visitors, the booklet is prepared in Indonesian and English. It is expected that the booklet will serve as an effective promotional medium to increase public awareness, attract potential visitors, and contribute to the growth of tourist arrivals at Air Terjun Legomoro through clear information and engaging visual presentation.

1.2 Objective

The objective of this final project is to create a booklet as a promotional medium for Air Terjun Legomoro and to support the promotion of the tourism destination.

1.3 Significances

Based on the objective, this final project and its product are expected to provide benefits for the following parties:

1.3.1 For the Writer

The writer applies and develops writing skills in preparing a proposal, a booklet script, and a final project report. The writer also improves computer and design skills through the process of editing and developing the booklet.

1.3.2 For Tourists of Air Terjun Legomoro

Local and international tourists can obtain detailed information about Air Terjun Legomoro, including its attractions, facilities, and access routes.

1.3.3 For the Air Terjun Legomoro

The manager of Air Terjun Legomoro can use the booklet as a promotional and informational medium to introduce the destination to visitors, especially during tourism exhibitions and promotional activities.

1.3.4 For Students of the English Study Program

The final project report and booklet can serve as references for students of the English Study Program who plan to conduct similar projects in the future.