

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesian tourism is one of the nation's wealth that combines natural beauty, cultural diversity, and a long history (Antonius, 2015). According to WTO (1999: 5) in Isdarmanto (2017: 9) tourism can be defined as human activities that travel to and stay in destination areas outside their daily environment. Each tourism destination must have its own different attractions according to the potential of the tourist attraction to attract tourists to the place. Not only natural and cultural beauty, tourist attractions can also be the result of human creativity (man-made tourism) which adds to the variety of tourist experiences to visit these places such as amusement parks, family recreation centers, and modern destinations designed to provide a unique vacation experience.

Man-made tourism is presented to complement the beauty of Indonesia's natural and cultural tourism. Man-made tourism refers to destinations that are intentionally built to fulfill the needs of tourism and recreation (Jerubun, 2023:1). These destinations are created with a touch of technology and innovation to provide an interesting and different experience. The examples of man-made tourism are playgrounds, water rides, interactive museums, and thematic shopping centers. By visiting man-made tourist attractions, visitors can not only enjoy specially designed experiences but also support the development of Indonesia's modern tourism industry. In Indonesia there are many varieties of man-made tourism, that have been assembled to complement the beauty of natural tourism. One of the areas that carries man-made tourism is Jember, a regency in East Java Province which is famous for its natural charm, culture, and unique tourist attractions.

Jember has a number of exciting places that have a different experience for visitors. Among the various attractions offering different appeals, there's a beautiful man-made tourist attraction that has become a famous family entertainment icon - Tiara Jember Park Waterboom! This tourist attraction offers a

variety of exciting rides for tourists, such as a children's playground and various swimming pools equipped with water slides.

In addition to being a fantastic option for local tourists, Tiara Jember Park Waterboom has a lot of potential to draw tourists from outside the area. Tiara Jember Park Waterboom offers a fun and comprehensive recreational experience with its constantly improved amenities and family-friendly atmosphere..

The writer conducted preliminary study to get information about Tiara Jember Park Waterboom. The writer interviewed the owner by visiting the place. The writer got information that the owner uses social media to increase the number of visitors. The social media are Instagram

(@tiarajemberparkwaterboom), Facebook (tiara jember park waterboom), Tiktok (@tiarajemberparkwaterboom), Youtube (@tiarajemberparkwaterboom), and WhatsApp (081235764855). Among this social media, the owner said that in promoting this tourism destination, he only uses Instagram and Tiktok because it is easier to provide information than in Facebook and Youtube. Specifically in Instagram and Tiktok, the owner regularly uploads photos and videos about the facilities available and the beauty of the tourism attraction, but it still cannot reach the targeted number of visitors. This happens because the photos and videos posted on social media lack detail. Most posts from locations only show videos of customers visiting the location, without providing detailed information about the activities and facilities available. Instead, the posts look more like a daily report on the marketing of the tourism attraction.

Furthermore, the owner said that from 2011 to 2017, there was an increase in visitors of up to 80% - 85%. After 2017 to 2021 visitors began to decline by 45%, because some facilities began to not be operated due to COVID-19. This situation made this place facilities temporarily closed due to COVID-19 new policy. Since then, the owner has renovated by adding new facilities until in 2026.

From this interview, the writer also gathered information about the specific needs for promotional media. The owner informed the writer that he required a booklet in both printed and electronic formats (e-booklet). The owner wanted to promote the location along with its new facilities. He also aimed to attract both 3 local and international tourists and increase the number of visitors. Therefore, the booklet

created in two languages, English and Indonesian. The printed booklet serve as a promotional medium for visitors at the location and also be used by the owner during tourism exhibitions. Meanwhile, the e-booklet be uploaded to Tiara Jember Park Waterboomsocial media platform.

Printed and e-booklets are very important in promotion because they aim to provide complete information, enabling them to convey thorough explanations and make it easier for the target audience to understand the information presented (Rijali&Islam2024). Some say that the term booklet comes from the words book and leaflet, meaning that a booklet is a combination of a leaflet and a book, or a small book similar in format (size) to a leaflet (Yudistira et al., 2021:33). Thus, booklets in printed and electronic formats are expected to be an effective promotional tool, not only to raise awareness about the new location and facilities, but also to attract more tourists, both local and international.

1.2 Objective

The objective of the final project was to make a bilingual booklet as a promotional medium for Tiara Jember Park.

1.3 Significances

The report and can the product give the benefit for following parties.

1.3.1 For the Writer

In the final project, the writer applied her skills in writing scripts, her skills in translating language from Indonesian into English, and her skills in creating designs for a product in the form of a booklet. In addition, this also helped the writer gain new experiences regarding promotional media, especially in making a booklet.

1.3.2 For the Readers

As the promotional media, this booklet help visitors to get various information about Tiara Jember Park Waterboom especially the services and the tour package. The visitors feel easier to understand the place, such as being able to learn about the history of the place and be interested in visiting to Tiara Jember Park Waterboom.

1.3.3 For the Owner of Tiara Jember Park

The product helps the owner Tiara Jember Park to introduce and promote the service. Also, this product can take the newest promotional media for Tiara Jember Park.

1.3.4 For the Students of the English Study Program

The product can be used as a reference for students in English study programs who want to make a similar final project, specially making a booklet.