

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesian tourism industry is well known for its natural beauty, rich cultural heritage, and warm hospitality, Indonesian tourism industry is also a vital part of the national economy. This industry plays an important role in Indonesia's economy by creating jobs, supporting local communities, and producing a foreign exchange. According to Suryani (2017), the development of the tourism sector is expected to provide benefits to the community because the tourism sector is one of the development sectors in the economy sector. From this statement, the tourism industry in Indonesia expected to continue to grow, offering diverse experiences while maintaining balance of economic benefits with cultural and environmental preservation.

Banyuwangi is well known for nature tourism, known for its diverse landscapes and preserved natural attractions. Located on the eastern tip of Java Island, Banyuwangi offers a unique combination of mountains, forests, beaches, and marine ecosystems, making it ideal to adventure seekers and nature lovers. Sukamade Beach Banyuwangi is one of the marine or beaches destination in Banyuwangi, located in Sarongan, Pesanggaran District, Banyuwangi Regency. Sukamade Beach Banyuwangi offers a beauty of nature and unique experience for the visitors. The writer found Sukamade Beach Banyuwangi to be a perfect partner for the final project as its potential to become known more widely by public both local and international.

The writer chose Sukamade Beach Banyuwangi for this project because it is one of potential tourism destinations that represents one of the nature's charms of Banyuwangi. This ecotourism destination utilizes digital platforms such as website (<https://merubetiri.id>) and Instagram (@btn_merubetiri) under the management of Meru Betiri National Park to maintain the marketing of the tourism destination. However, the existing promotional need to be added with other promotional media such as booklet. This is very important because there are many beaches or marine

destinations in Banyuwangi that offer the similar beautiful scenery, making competition in the local tourism strictly competitive. Therefore, Sukamade Beach Banyuwangi needs to strengthen the destination branding to make it different from the competitors and build a stronger image, both in the local and international tourism markets. All of the information about Sukamade Beach Banyuwangi described above was obtained through a preliminary study conducted by the writer through interviews with the organizer of Sukamade Beach Banyuwangi after getting a permit letter from Meru Betiri National Park Office.

The organizer of Sukamade Beach Banyuwangi and staff of Meru Betiri National Park wanted other form of promotional media to help make the destination well known to wider public, not only local visitors but also potential international visitors. In term of promotion, Sukamade Beach Banyuwangi still lacks of promotional media, specifically for its own ecotourism profile and specially introducing the destination to wider foreign visitors. The organizer also stated that the foreign visitors that visit ranging from Netherlands, Russia, Denmark, and Australia. Developing promotional media such as booklet, is important for strengthening a company's image. According to Cooper et al. (2026), official media materials developed with rigorous and professional standards generate a strong magnetism that serves as a powerful pull factor for tourist interest. From this statement it conclude that a creatively designed booklet could increases credibility and attracts more visitors, in the form of printed and digital media, potentially increasing the visits to the destination.

Therefore, to enhance the profile of Sukamade Beach Banyuwangi and promotional aspect, the writer offered to create a booklet as a promotional medium to introduce the destination to the public in a more professional and accessible way, through a physical and electronic forms that can be accessed both domestically and internationally. The writer planned to design the booklet as a bilingual version (Indonesian and English) and in two formats (printed and digital), making it accessible for various promotional purposes. The writer handed the printed and electronic versions of the booklet to Meru Betiri National Park Office.

1.2 Objective

The objective of this final project is to design a bilingual booklet to promote Sukamade Beach Banyuwangi to promote the destination to local and international visitors.

1.3 Significant

Based on the stated objective, this final project report and product are expected to benefit the following parties:

1.3.1 For the Writer

The writer enhances his writing skills by composing the script for this final report and improves his translation ability through translating both the script and the booklet from Indonesian into English.

1.3.2 For the Readers

Through this project, readers can get information about Sukamade Beach Banyuwangi and gain a better understanding of the destination background, activities and accomodation.

1.3.3 For Meru Betiri National Park

The institution can use the booklet as a promotional medium to develop the destination and attract more potential visitors, especially from international visitors.

1.3.4 For the students of English Study Program

This final project and its product can serve as a reference for students of English Study Program who want to work on a similar project, especially when designing a booklet.