

CHAPTER 1. INTRODUCTION

In this chapter, the writer explains the introduction. Explains the background, objective, and significances.

1.1 Background

Indonesia is a country that has a variety of tourism. They spread from Sabang to Merauke. The diversity of tourism in Indonesia includes natural and artificial tourism that can be enjoyed by local and foreign tourists (Suharyanto et al., 2019). Banyuwangi is one of the famous tourism cities in East Java that has many tourism objects such as Kawah Ijen, Teluk Ijo, Djawatan, Telunjuk Raung, Villa Solong, Umbul, and Wisata Bumi Madukara (Wilujeng et al., 2025)

Wisata Bumi Madukara is a natural swimming pool that has views of pine forests and fields. This place was established on 2022. It is located in Bumiharjo Glenmorre Banyuwangi. In this place visitors can swim while enjoying the natural scenery. The cool air and cold water of the natural water source in this place make it suitable for healing with friends or family. Besides for swimming, this place also provides various stalls that sell a variety of traditional foods like rujak, tahu lontong, snack and drinks to be enjoyed around the pool. When night falls the visitors can see the beautiful stars and enjoy the natural atmosphere by camping in this place. With the uniqueness of this place, it has the potential to become a tourism destination in high visit. Unfortunately, many local and foreign tourists still do not know the existence of this place until we call it a hidden paradise. This is due to the lack of promotional media owned by this place. Based on the result of the preliminary, the manager said that Wisata Bumi Madukara only had social media such as Instagram (@wisatamadukara), and whatsapp (088226225966). Each of social media had the weakness. The Instagram account for Bumi Madukara only had 6 followers and 3 posts. The first post was on 4 June 2025 showing a photo of Wisata Bumi Madukara scenery on a sunny day. It has 5 likes. The second post was on 4 June 2025 is a booklet showing an event “Kemah Akbar Pangkalan SMPN 2

Purwoharjo” It had 70 views and 5 likes. The last post was on 28 December 2025 showing a booklet of Wisata Bumi Madukara during the weekend. It had 60 views and 3 likes.

Based on the information above, the writer concludes that the promotional media of Wisata Bumi Madukara is not maximized. Therefore, based on the approval of the manager, the writer proposed to make a bilingual booklet that provides detailed, accurate and comprehensive information about the destination. This bilingual booklet will provide information for both locals and foreigners visitors.

There are some advantages of booklet. The first, it does not require electricity to read it. The second, it does not require an internet connection. The third, it can be placed in public places such as public libraries, city halls, airports, and it can be displayed at local product exhibitions. In line with expert/ according to Nikmah Rahmatih (2010) A booklet is a small, thin book containing information accompanied by pictures. Booklets have several advantages, including being easy to carry due to their small size, providing concise and systematic explanations, and containing pictures as illustrations, which make it easier for students to understand concepts and facts.

The distribution of this booklet will be distributed to the official social media of Wisata Bumi Madukara in the form of e-booklets, and the distribution of printed forms will be distributed at the entrance and tourism information points.

1.2 Objective

The goal of this final project is to make a bilingual booklet as a promotional medium of Wisata Bumi Madukara

1.3 Significances

The significances of this final project are beneficial to various parties:

1.3.1 For the Writer

This final project provides the writer with an opportunity to put into practice the knowledge and skills gained during her studies in the English Study Program, such as translation, reading, and writing. Additionally, the writer also honed her abilities in editing and computer skills.

1.3.2 For Wisata Bumi Madukara

The booklet is specifically designed as a promotional medium capable of presenting detail information regarding the Wisata Bumi Madukara.

1.3.3 For Customers

The product is created from this final project that assist both local and international communities in identifying and gaining knowledge about Wisata Bumi Madukara.

1.3.4 For the student of the English Study Program

This final project is used to assist students in the English Study Program by serving as a supportive reference for their final projects, particularly in the making promotional medium such as a booklet.