

CHAPTER 1. INTRODUCTION

1.1 Background

The development of tourism activity in Indonesia grows fast, especially in accommodations like hotels. According to Zaqi (2018), tourism encompasses all activities, facilities, and amenities resulting from a temporary departure from one's home, as well as a brief stay at the trip's destination, for recreation and vacation. From the definition, It can be concluded that tourism has played a more significant role in the activities, services, facilities and economies of several countries, one of them is Indonesia. Tourism is related to the world of the hospitality industry, specifically hotels.

There are many hotels in Indonesia that have many facilities that can make the guest who stays there feel comfortable. According to Moha (2016), a hotel is a company managed by its owner to provide food, drink, and a room to stay for people who are traveling. It means that the hotel provides services and requests from customers. There are two types of hotels, they are non-rated and rated/star hotels. Rate hotels are the hotel that has more adequate facilities rather than a non-rate hotel. They compare in giving the best service for their guests.

One of the famous hotels area is in Bondowoso. Bondowoso is located in the eastern regency of Java. There are many hotels in Bondowoso which include in both rated and non-rated hotels. The hotels such as Grand Padis Hotels, Ijen View Hotel Resort and Restaurants, Dreamland Hotels, Slamet Hotel, Spot on 2128 Anugrah Hotel, Kinanti Hotel, Palm Bondowoso city Hotel are included as rated hotel. While Barata Hotel, Ijen Bondowoso Homestay, Bondowoso Hotel, Catimore Homestay are included non-rated hotels. Many local and international guests stayed in those hotels.

Dreamland Hotel is a new hotel in Bondowoso. Dreamland hotel was established in December 2019. Alex Gunawan, CEO of dreamland explained that Dreamland Hotel is a hospitality independent company management. Dreamland Hotel is non-rated hotels. In Bondowoso, Dreamland Hotel has already operated

and served many guests from other cities. It is located in Jl. Kismangunsarkoro No.999 Bondowoso.

Based on the preliminary study conducted with staff from Dreamland Hotel, the writer got information that Dreamland Hotel could be found on social media like Instagram, Facebook and Brochure. Those social media are tools to promote this hotel and the owner said that these promotional media were less effective. It has less information on the Instagram, Facebook and Brochure. The data in the brochure only just information about the location, room type, facilities, and prices. Dreamland Hotel Facebook accounts only just information about the ratings, reviews from guests, as well as photo documentation during their stay at Dreamland Hotel. For the Dreamland Hotel Instagram account only just information about promos offered and some of the menus available in restaurants and cafes. The writer also got information that Dreamland hotel did not reach the target they want. The owner said that in February 2020-2021, the number of the guest only reached 3.800, while they were targeting 5.000 guests. From the facts above, Dreamland Hotel asked the writer to make a booklet. The hotel management believed that the booklet contained written text and pictures that can attract the customer's interest. The writer made a booklet of the hotel in form printed and soft file. The soft file was uploaded in the social media and the printed was given to the hotel.

Therefore, the writer made a promotional media in the form of booklet about dreamland hotel. The writer chose to make booklet because it was easy to read and bring everywhere. The purpose of this final project is to promote Dreamland Hotel and make it more popular than before.

1.2 Objective

The objective of this final project is to make a Booklet for Dreamland Hotel Bondowoso Regency, that can be used to promote Dreamland Hotel.

1.3 Significanses

After completing this final project, it would be useful for the following parties:

a. For the Writer

The writer can apply the skill of writing and translation in translating the script of the booklet from Indonesian into English.

b. For Domestic and Foreign Guest

This product helps the guest get more information about Dreamland Hotel, so the local and foreign guest interested to visit Dreamland Hotel.

c. For the Tourism office and Dreamland Hotel

The product gives more information in order to update the new product about Dreamland Hotel and also it can be a collection for Department of Tourism.

d. For English Study Program Students

It can be a reference for English Study Program Students and to be a collection book in library in State Politeknik Negeri Jember