

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelago country in the world that has more than 17.000 islands (BPS Indonesia, 2016). Besides being known as an archipelago country, Indonesia also has variety of culture, natural charm and history of a place that has become an attraction for tourist. For example, in the eastern island of java, there are several regions that have good and interesting potential tourism destination. One of them is Purwoharjo, a small city in Banyuwangi, East Java.

Purwoharjo is a subdistrict in Banyuwangi which is located on southern Banyuwangi. The tourism objects in Purwoharjo sub-district are Grajagan beach, Grajagan Fish Auction and Mary Cave Waluyaning Tiyang Sakit (WaluTiSa). Tourism objects in this sub-district have great potential tourisms such as sports, culture, recuperation and religion. The place in Purwoharjo that has the potential for sports tourism is Grajagan Beach. The sport tourism are surfing and fishing. Grajagan Fish Auction also suitable for fishing as well as the place for held of a culture event known "*Petik Laut*". This event was held once in a year by Grajagan society every *Suro* in Javanese calendar. This sub-district also has religion tourism of pilgrims for Catholics known Mary Cave Waluyaning Tiyang Sakit. Mary Cave Waluyaning Tiyang Sakit also has recuperation tourism for all religions which there is wellspring that believed to treat diseases. Those potential tourism objects are suitable for tourists who want to get experiences in their vacation. According to Purwoharjo organizer staff, tourist that visit Purwoharjo sub-district in 2016 until 2018 has experienced a decline about 182.168 tourists.

The reducing number of tourists happens because many newly established tourism objects outside of Purwoharjo sub-district with the latest information or update information and interesting promotional media. Meanwhile, the latest information tourism object in Purwoharjo is not yet known to many people. So, it needs to add promotional media to raise the prestige tourism objects in Purwoharjo. The writer checked promotional media that is used by Banyuwangi Culture and Tourism Department to promote tourism object in Purwoharjo.

Banyuwangi Culture and Tourism Department has a tourism guidebook of Banyuwangi. The content of the book covers tourism object in Purwoharjo especially Grajagan beach. This guide book published by Banyuwangi Culture and Tourism Department in 2017. In this guidebook, it explains about the location and the scenery of Grajagan Beach.

Banyuwangi Culture and Tourism Department also has a website called “*Banyuwangi Jalan-Jalan*”. The website gives a service to the tourist who want go sight-seeing to tourism object in Banyuwangi for free. The content of website covers tourism object in Purwoharjo especially Grajagan Beach. This website published by Banyuwangi government in 2017 which the website explains sort description, route and schedule to the Grajagan Beach. Then, the writer comes to the tourism organizer in Purwoharjo. First, the writer come to Grajagan, they provide banner. The banner gives information about schedule of live music with purpose to attract tourist to come to Grajagan beach. Second, the writer comes to Maria Cave. They provide a brochure which gives the information explains about history, location and schedule of Misa (a ceremony in Catholic).

Based on the content of promotional media above such as guide book, website and banner for Grajagan Beach and brochure for Mary Cave WaluTiSa, it can be concluded that the existing promotional media has unupdate information to explains tourism object in Purwoharjo. The new information such as kind of tourism activities, information facility, and souvenir that can be bought are not included in the promotional media. The staff of Banyuwangi Culture and Tourism Department said in order to increase the interest of tourists who will come to the tourism objects in Purwoharjo, they needed a booklet which it would be easier to be brought to the events held in Banyuwangi and share it to the target (Banyuwangi society and foreign tourist) easier. Then, they asked the writer to make a booklet as promotional media of tourism objects in Purwoharjo. So, the writer decided to make a booklet as promotional media of tourism object in Purwoharjo.

The reason of writer to make booklet as promotional media in Purwoharjo is the writer wants to help Banyuwangi Culture and Tourism Department and the

organizer of tourism object in Purwoharjo promote and introduce tourism object in Purwoharjo. This booklet explains Grajagan Beach, Grajagan Fish Auction and Mary Cave WaluTiSa in Purwoharjo sub-district. It covers history and sort description, location of each tourism objects, kinds of beautiful scenery, kinds of tourism activities, facilities, special event and souvenir that can be bought. This booklet would be written in bilingual version because the visitors are not only domestic but also International tourist, so the writer made the booklet in Bilingual, *Bahasa* Indonesia and English language.

1.2 Objective

The objective of my final project is to make booklet as promotional media for Purwoharjo sub-district in bilingual version *Bahasa* Indonesian and English language with the title “Majestic Tourism Objects in Purwoharjo“.

1.3 Significances

Based on the objective above, this final project will give benefit for

1.3.1 for the Writer

The writer was able to apply his language skill that he got from English Study Program especially at writing skill as well as other skills such as computer.

1.3.2 for Banyuwangi Culture and Tourism Department

This product could help Banyuwangi Culture and Tourism Department to promote kinds of tourism object in Purwoharjo sub-district to Banyuwangi society, domestic and International tourist.

1.3.3 for the Organizer Tourism Object in Purwoharjo

This product could help the organizer of tourism object in Purwoharjo to introduce the tourism objects for Banyuwangi society, domestic and International tourist.

1.3.4 for the Reader

The reader get detail information about tourism objects in Purwoharjo, Banyuwangi such as history and sort description, location of each tourism objects, kinds of beautiful scenery, kinds of tourism activities, facilities, special event and souvenir that can be bought.

1.3.5 for the Student of English Study Program

This product can be used as a reference for students of English Study Program who want make the same product for their final project.