

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is one of the cities that is located in East Java which has quite a lot and interesting tourism destinations. Namely Papuma Beach, Watu Ulo Beach, Payangan Beach, Botanical Education Park, Mount Gambir Tea Plantation, Rembangan Peak, Galaxy Park. In other words, Jember is very potential to attract many tourists to visit these destinations either local or foreign tourists. It will widely open the chance of huge tourism industry in Jember.

Based on the explanation above, Jember needs a business that can manage and accommodate tourist's need especially transportation business. In other word, Jember needs tour and travel agents. There are many tour and travel agents in Jember . One of them is Trajekline Tour and Travel Jember.

Trajekline Tour and Travel Jember, located on Housing D'Kebonsari Village Blok Aster 14 Jember, Sumbersari districts Jember, East Java 68121, is a company that runs in advertising, construction services, transportation, tour and travel. It was established since March 1, 2017 until now. In other word, it has been running for more than 4 years. However, the existancy of Trajekline Tour and Travel Jember has not been exposed yet until now and it is not well known by public.

Based on the preliminary study, the owner informed the writer that Trajekline Tour and Travel Jember has some promotional media such as Facebook: Trajek Line Jember, Instragram: @trajeklinejember dan @trajekgroup.id, Website: www.trajekline.id. Unfortunetely, the website is not able to be accessed anymore and the other promotional media do not have complete information about Trajekline Tour and Travel Jember.

Based on the condition above, the writer offered the owner to make a booklet about Trajekline Tour and Travel Jember as the alternative and printed promotional media. The owner agreed with writer's idea to make a booklet about Trajekline Tour and Travel Jember. This booklet gives the complete information about Trajekline Tour and Travel Jember to local people and foreigners.

Based on the explanation above, the writer decided to make the booklet of Trajekline Tour and Travel Jember in bilingual, Indonesia and English. Since the owner wants to develop his business that is not only enjoyed by local people but also by the foreigners who visit Jember.

1.2 Objectives

The objective of this final project is to make a booklet as a promotional media for Trajekline Tour and Travel in bilingual versions (Indonesia and English). This booklet can be used to help customer to get information about Trajekline Tour and Travel

1.3 Significances

After finishing this final project, hopefully it will give some benefits for the following parties:

1.3.1 For the writer

In the process of making this final project the writer applied the competency that she got from English Study Program such as writing and application computer.

1.3.2 For Tour and Travel

This final project will be use as a promotional media to introduce, promote, explore objects in Jember, especially Trajekline Tour and Travel Jember. And this project will be the newest promotional media of Trajekline Tour and Travel.

1.3.3 For Customer

The customer will know about Trajekline, especially about service and tour package offered. This booklet is available in bilingual (Indonesian and English)

which is useful for customers from national and international to understand the booklet. This booklet provide pictures related to information given. This booklet is efficient and easy to use so, all of people can understand this booklet easily. This booklet is made in small size and easy to bring.

1.3.4 For the Students of English Study Program

This final project can be used as the reference for the students who have the similar final project topics for their final project in future.