

CHAPTER 1. INTRODUCTION

1.1 Background

These days, tourism is a common activity all over the world, especially in Indonesia. According to Alinejad and Razaghi (2012) tourism is journey and spending persons holidays in a place except permanent residential location for pleasuring. People usually go on vacations to see incredible scenery that they have never seen before. In addition, Spillane (1987:25) in Kalebos (2016) said that tourism is doing trip activity to get pleasure, satisfaction, knowledge, and to cure illness, enjoy sport or rest, carry out duty, making a devotional visit to sacred place and others. Most of people go on holiday to get some fresh air, to calm their mind, to recover physical and emotional health, and to refresh stress and exhaustion. Based on the explanation above, the writer concluded that tourism can be defined as doing trip activity spending persons holidays to get pleasure, satisfaction, knowledge, cure illness, enjoy sport or rest, carry out duty, making a devotional visit to sacred place and others.

One of many ways to have a satisfactory, easy and fun trip is use travel agent's service. Travel agent provides travel services that can make traveling easier for people such as, giving information about price and plan, making a reference, receiving the payment of tour, organizing the ticket and ensure that the service runs properly. Tourist needs travel Agent service who understands well about the tourism object, so the tourist can get a wonderful experience and an amazing trip. One of travel agent in Bondowoso is Fathihtour Wisata. Fathihtour Wisata is located in Kotakulon Bondowoso. This travel agent has established in 2016. Fathihtour wisata will help tourists in their trip, provides interesting facilities and packages of travel in fun and memorable way.

The writer conducted a preliminary study to collect clearer information about Fathihtour Wisata from the owner in order to know more about Fathihtour Wisata. The writer asked about Fathihtour Wisata's promotional media. According to the owner, Fathihtour Wisata's promotional media are WhatsApp, Instagram, Facebook and Telegram. The owner of Fathihtour Wisata stated that their promotional media

were incomplete and needed to be updated, so the writer proposed to the owner to make a booklet as an additional promotional media for Fathihtour Wisata as her final project, which would be completed with the newest information. According to the owner, the booklet would be extremely beneficial to his company because it will assist the customer in providing information to everyone who visits the Fathihtour Wisata Office. Booklets are a powerful promotional media. Since it can inform the public about the company and its services, and it can help the company to attract customers. Commonly, the information provided is detailed and supported by pictures (Ardhi, 2013). Based on those reasons, writer decided to make a booklet as an additional promotional media which provided complete information in order to assist the owner in promoting Fathihtour Wisata's Services. So, Fathihtour Wisata will be known more widely by the public.

1.2 Objectives

The objective of this final project was making a booklet as promotional media for Fathihtour Wisata Bondowoso to promote the service to the public and gave detail and complete information about Fathihtour Wisata.

1.3 Significances

Based on the objective of this final project, hopefully, it gave the benefits for the following parties:

1.3.1 For the writer

In doing this final project, the writer applied her English Skills in writing the content of making the product, translating, grammar and digital literacy skills.

1.3.2 For Fathihtour Wisata

The product of this final project hopefully helped Fathihtour Wisata to promote their services.

1.3.3 For the customers

The product of this final project helped the customers to get clear and complete information about Fathihtour Wisata's services.

1.3.4 For the students of English study program

The report of this final project gave a reference for students of English study program who want to do a similar final project.