

CHAPTER 1 INTRODUCTION

1.1 Background

Tourism develops rapidly from time to time. The development of tourism can be proven by the large number of tourists who come. This is also related to the development of information and communication technology so that tourism places also use social media as their promotional media. The presence of digital media also influences tourist behavior so that tourists are more active in seeking information about tourist objects. According to Farady and Monica (2016) at I N. Laba at all (2018) the content that posted on social media has a direct contribution to the development of their industry because they have promoted or advertised. From the definition, it can be concluded that this tourism activity is developed by the influence of technology so that tourists can get to know the tourism place better. This tourism development activity is also related to accommodation facilities. The most important element in tourism besides tourism places which are the main destinations for tourists is accommodation facilities as a place to rest or stay in tourist destinations including hotels, inns, and tourist lodges (Erdiana, 2008).

Hotel is one of the tourism industries to facilitate tourists. Based on Bagyono (2020) in Krestanto (2019), a hotel is a type of accommodation that uses part or all from their building for lodging and provides food and beverages and other services for the public which are managed commercially. So, this hotel provides facilities as a place for lodging management and provides food and other services needed by visitors. They can take a vacation or rest with the comfortable facilities provided by the hotel. There are many hotels in Indonesia according to the needs of visitors. And there are several hotels in Jember that provide these facilities that can be visited by visitors such as Rinra Hotel Makassar, Shangri-La Hotel, Ciputra World Hotel, Aston Hotel, and many more. Therefore, there is a hotel in Jember that provides services and facilities needed by visitors, it is Lestari Hotel.

Lestari Hotel is one of the hotels in Jember which has strategic place. It is closed to the down town. Lestari Hotel can be one of the potential accommodation that can be used by visitors as a comfortable place to rest. It has an affordable price and complete facilities for visitors. Lestari Hotel has facilities such as room, room service, parking area, restaurant, meeting room, and Wi-Fi. Lestari Hotel is located on Jl. Gajah Mada No.233, Kaliwates District, Jember Regency. So visitors can enjoy many facilities in Lestari Hotel. However, due to a pandemic of COVID-19, the visitor rate has decreased. So, some hotels are less of visitors. Therefore, Lestari Jember wants to be more active in promoting during this pandemic and continue to serve visitors in accordance with health protocols.

Hotel as the tourist accommodation will do offline and online promotion to attract the visitor. Based on the interview between the owner of Lestari Hotel and the writer, he said that there are only Facebook and brochure as promotional media which has not complete information about Lestari Hotel. The writer makes this Final Project of Lestrari Hotel because of their potential of strategic place. At the same time, on the New Normal of this pandemic, Lestari Hotel tries to promote their hotel by printed media. The writer and the owner has agreed to make booklet that reaches directly to domestic and international visitors in bilingual Bahasa Indonesia and English Language by bringing this booklet when Lestari Hotel goes on a business trip and promotes the hotel.

Booklet is a promotional media in the form of printed media that will be shown to the customer. Currently, the booklet can provide detailed information of the company. The booklet can be easy promotional media because it can attract the attention of people, is easy to distribute, and can reach all groups, so the booklet is one of the promotional media that is effective to promote the company (Iin Ilmati, 2011). Also making booklet is more economical. People can read a booklet directly if they want to know more information about certain company. Therefore, the booklet is expected to help the hotel to promote their product and services for both domestic and international visitors easily with updated data and attractive design.

Therefore, the writer makes a booklet as a promotional media for Lestari Hotel to help Lestari Hotel to provide updated information and also Lestari Hotel to promote the hotel so visitors can interested in to visit Lestari Hotel.

1.2 Objective

The purpose of this final project is making a booklet as promotional media for Lestari Hotel to promote to the domestic and international visitor.

1.3 Significance

Based on the objective, there are some significance of this final project are:

1.3.1 For the writer

The writer can apply the knowledge of writing, computer, and translation.

1.3.2 For the owner of Lestari Hotel

Lestari Hotel can promote their product by using the booklet to attract the attention both domestic and international visitor.

1.3.3 For the reader

The reader can get more information completely for the reader about Lestari Hotel from the booklet.

1.3.4 For the students of English Study Program

The booklet hopefully can help the students to get the reference for similar project.