

CHAPTER 1. INTRODUCTION

1.1 Background

Humans are creatures who carry out many activities. They mostly do what they need and what they like. People do activities to fulfill their need and desire as well. Both of them should be balanced. People can be tired because of their work. Doing too many school assignments or activities and overworking can bring about a stress (Hales, 2010). Kusumajati (2010) stated that stress is an unavoidable condition that happens for most workers, usually caused by company's pressure, daily work in the workplace and etc. If it happens continuously, it will affect the worker's performance in a team work. Solving a problem become an action for humans to face the problem itself. Usually, travelling is one of activity that peoples did to release their stress (Saputra & Pidada, 2021). Mostly, people will have some recreation to refresh their mind. Nowadays, travelling becomes very popular hobby for many people. They explore many tourism attractions, either in nature or human's creature. Due to the fact that many new tourism attractions exist and still be underrated, people probably do not know about the condition of the certain places, even the route. Others, some people still cannot find any accommodation to reach the place. To make it easier, people need a travel agent to help them accommodate all of the traveling stuffs. There are many travel agents that spread in Banyuwangi Regency, one of them is Majestic Java Tour and Travel.

Majestic Java Tour and Travel is a travel agent that is located in Banyuwangi Street No. 6, Sumberrejo, Wringin Agung Village, Gambiran Sub-District. It was established in 2017. The owner of this travel agent is Mr. Sutrisno, who now serves as the director. Besides, Majestic Java Tour and Travel also has managers that be in charge of managing the services in Java to west area and Java to east area. The name of the manager for Java to west area is Mrs. Dian Dwi Novitasari, who now stays in Jakarta. Besides, the name of the manager for Java to east area is Mr. Panji Purnomo, who now stays in Banyuwangi. To get information for this

travel agent, the writer conducted a preliminary study. The writer asked about the existing promotional media through face-to-face interview with the owner. It was found that this travel agent still has not a promotional media in the written form, such as a booklet or leaflet. However, Majestic Java Tour and Travel has a promotional media in the form of website, <https://www.majesticjavatours.com> and social media such as Twitter, Facebook, and Instagram. The Twitter address is @majesticjava. It was created in 2018, but it hasn't been upgraded anymore. The owner said that promoting through Twitter was not effective enough because of the lack of ability to use Twitter in marketing. The other promotional media of Majestic Java Tour and Travel is Facebook. The Facebook address is Majestic Java Tour 'n Travel. It was created in 2018. The Facebook account provides the list of domestic tour packages for tourism destination in Banyuwangi only. It does not cover the tour packages in other cities Unlike the Twitter and Facebook, the admin of Majestic Java Tour and Travel's Instagram posted many photos of their customers' experiences in using their tour package services on their Instagram (majesticjavatour). But, the promotion activities in Instagram does not have significant change in persuading the customers. It is proved by the small number of their followers and likes that they have. Their first post on 30th January 2018, they reached 12 likes. In the second post, the number of likes has increased till 23 likes. However, they got smaller number of likes after the second post. Terribly, their post in January 2020 as their last post, they only got 3 likes from 126 followers.

Based on the result of preliminary study, the writer got the information that the owner needs more upgraded promotional media. The new promotional media is necessary because they only have a website and some social media account that do not cover all of the information about tour packages and the services. Since the promotional media are in the old version, the owner said that they need an updated information about the services and tour packages which can be contained in one completed promotional media rather than the previous promotional media. Besides, they also serve some walk-in customers who come to the office of Majestic Java Tour and Travel. The owner said that English version of new

promotional media will be more functional. The owner expect that when the tourists come to the office, they feel welcomed so that the tourists can make a good impression to Majestic Java Tour and Travel. In short, the owner wants to give the best service to the tourists by providing information in English in a written form. Hopefully, the tourists get the information about tour package services well and choose the appropriate tour package that they need by their own.

From the explanation above, it can be concluded that Majestic Java Tour and Travel needs an upgraded promotional media in written form because they still do not have a promotional media that covers all of their services and tour packages in one term. Majestic Java Tour and Travel only states few of the services and tour packages only in their social media. Moreover, Majestic Java Tour and Travel wanted to build a good first impression for the tourists who come to the office with providing information in both foreign language and bahasa Indonesia. Therefore, it means that they need promotional media in English because it will be easier for every foreign tourist to understand. Since they want a promotional media in written form, it can be concluded that they need a booklet. Based on the problem faced by Majestic Java Tour and Travel, the writer will help them by making a booklet. The product of promotional media will be arranged in bilingual, which is in English and bahasa Indonesia.

1.2 Objective

The objective of this final project is to make a promotional media in the form of booklet for Majestic Java Tour and Travel.

1.3 Significances

Based on the objective above, the report and the product of this final project give benefit for the following parties.

1.3.1 For the writer

The writer applied and improved her English skills especially in writing. Besides, the writer also improved and applied her knowledge in translation as well

as her knowledge about a tour and travel agent especially in making booklet as promotional media for a tour and travel.

1.3.2 For the owner of Majestic Java Tour and Travel

The owner of Majestic Java Tour and Travel uses the product of this final project as the promotional media to attract the customers in order to know more about the tour package services offered in Majestic Java Tour and Travel.

1.3.3 For the tourists or prospective customers

The booklet can help the customer to know about the information of tour package services and understanding the services available in Majestic Java Tour and Travel.

1.3.4 For the students of English Study Program

The report and product of this final project can be used as a reference for the students of English Study Program who will conduct similar final project.