

CHAPTER I

INTRODUCTION

1.1 Background of the Report

Nowadays, online media is common place for people who want to share, communicate, search, and find information. People depend on their smartphone, laptop, or computer for adding insight into what is happening in the world. According to International Journal of Communication, people in 21st century always check their smartphone to communicate with people and find information in social media when they wake up in the morning (Vorderer & Kohring, 2013).

Website is the one of online media that is used for business and industry. A company uses the website to market their products and services. Internet marketing uses the unique capabilities of new interactive media such as the website to create new forms of interaction and transactions between consumers and marketers, and integrates interactive media with other elements of the marketing mix (Wang & Fesenmaier, 2006). Besides, people can create their own website by adding articles or picture of the product and brochure from their business. Website is a great place for marketing and advertising and that makes the readers are more active in marketing process (Gallagher, Foster, & Parsons, 2001). The visitors just need to open their smartphone, go to <https://www.google.com> in web browser, then type name or words of what they are looking for in the search bar.

Web brochure for the example, it can help a company to introduce product or business especially in travel agent. Many majority of destination marketing organizations used brochure in their website to introduce the destination and they think that the function of the brochure is important (Wang & Fesenmaier, 2006). The web brochure contains information such as location, name of the place, pictures, and parts of the spots in the destination. Web brochure was usually used by travel department to introduce the destination, or travel agent for promoting their services to visitors. Nowadays, people like to read website from their smart phone than read printed brochure because they can search it everywhere when they want to travel and it will help tourists to find out the destination which they have never visited before. Web brochure becomes a cheap and versatile communication tool and it has been used by countries, states and province Government Convention and Tourism Bureau for over the years (Wicks & Schuett, 1991).

Based on journal *Annals of Tourism Research*, there are many procedures that must be followed in order to produce beautiful and attractive brochures for tourists. There are some strategies in making brochure from the visual format such as creating image that easy to remember; creating the brochures with attractive design and influencing the destination with many varies and informative (Molina & Esteban, 2006).

Malang Tourism Center or MTC is the one of travel agent in Malang and this place is quite famous for tourist. MTC provides some services for tourist like tour guiding and translator before the pandemic. At this time, the owner of MTC wants to maintain despite the pandemic. The writer conducted an internship and was given

a duty to make travel brochures in MTC, because she wanted to increase knowledge in the field of tourism and marketing. And also the writer chose web brochure because she wanted to create a new variant that was more up-to-date with the times.

1.2. Statement of Problem

- a. What were problems faced in making web brochures in Malang Tourism Center?
- b. What were strategies applied in making web brochures in Malang Tourism Center?

1.3. Limitation of the Report

The writer faced several limits in writing this report such as:

- a. Lack of documents. The writer found a brochure from MTC and she could not compared with her brochures. Therefore, the writer just saw the brochure for the example.
- b. Difficulty in finding references. The writer cannot find the references like journal and book that relate to her study easily, so she must try to find it for many days.
- c. Lack of understanding. The writer never did an analysis of brochure, so it made the writer cannot understand the theory.

1.4. Objectives of the Study

- a. To discover the problems faced in making web brochures in Malang Tourism Center (MTC).

- b. To identify the strategies that used for making web brochures in Malang Tourism Center (MTC).

1.5. Significance of the Study

1.5.1. For the writer

- a. Improve the skill in designing the web brochure.
- b. The writer can learn how to write content in brochure.
- c. Introduce the students how to work in work place.

1.5.2. For the alma mater

- a. Improve the quality and skill for the students in understanding writing and designing the travel and destination web brochure..
- b. Introducing English Diploma Program in the Malang Tourism Center (MTC).

1.5.3. For the company/ institution

- a. Be used as a suggestion to improve their writing skills in making the travel web Brochure.
- b. Help the MTC to promote their services.

1.5.4. For other interns

- a. Assess their ability as a good employee.
- b. Be used as reference to make final report.