



CREATING INSTAGRAM POSTS FOR BROMO SUNRISE ADVENTURE TOUR

A FINAL PROJECT

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For the degree of *Ahli Madya* in English

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FORM OF APPROVAL

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Presented and evaluated by the Board of Examiners on July 21st, 2021 in fulfillment of the requirement of Ahli Madya (Diploma) of Vocational Program

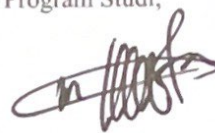
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ABSTRACT

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Considering the rapid advances in technology and the magnitude of the influence of the tourism sector in Indonesia today, the study of this final project aims to improve the performance of Bromo Sunrise Adventure Tour in the field of marketing by utilizing technological advances using social media Instagram. The writer chooses an online marketing strategy because the marketing process becomes more efficient and the target market is much wider. The results of making an Instagram Post for Bromo Sunrise Adventure Tour have a very good impact for the company. The Instagram social media that has been created helps Bromo Sunrise Adventure Tour reach more local and foreign tourists, saves marketing costs because printed media such as brochures are no longer needed, and Instagram is also more efficient in saving marketing time.

Keywords: Online Marketing, Instagram Post

ABSTRAK

CREATING INSTAGRAM POST FOR BROMO SUNRISE ADVENTURE TOUR

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Mengingat pesatnya kemajuan teknologi dan besarnya pengaruh sektor pariwisata di Indonesia saat ini, studi dari tugas akhir ini bertujuan untuk meningkatkan kinerja Bromo Sunrise Adventure Tour dibidang pemasaran dengan memanfaatkan kemajuan teknologi menggunakan media social Instagram. Penulis memilih strategi pemasaran daring dikarenakan proses pemasaran menjadi lebih efisien dan target pasar jauh lebih luas. Hasil dari pembuatan postingan Instagram untuk Bromo Sunrise Adventure Tour berdampak sangat baik bagi perusahaan. Media sosial Instagram yang telah dibuat membantu Bromo Sunrise Adventure Tour dalam menjangkau lebih banyak turis local maupun turis asing, menghemat lebih banyak biaya pemasaran karena tidak lagi diperlukan media cetak seperti brosur dan juga lebih efisien dalam menghemat waktu pemasaran.

KATA KUNCI: Pemasaran Daring, Postingan Instagram

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The Most Merciful All praises be to Allah the Lord of the Universe

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CHAPTER I

INTRODUCTION

This chapter discusses background of the final project, statement of problems, objective of the final project, significance of the final project, scope and limitation, and definition of key terms.

1.1 Background

Indonesia is a rich country that has natural and human resources which if managed properly, can provide great benefits for the country (Setiawan, 2015). One of the sectors that can optimize the utilization of natural resources is the tourism sector. (Rahma, 2020) stated that tourism in Indonesia is one of the sectors that can play a role in the development and state income which will automatically improve the public's economy. The potential for culture and local wisdom in the tourism sector is still high and even becomes a potential in the future. Therefore, it is necessary to think about the development pattern in Indonesia.

There are so many tourism potentials in Indonesia that can make us proud of its beauty. It is no longer a strange thing that tourism in Indonesia is much in demand by foreign and local tourists. Although tourism in Indonesia is developing quite rapidly, (Ellya, 2015) stated that the tourism industry players will be left behind by the market if they do not use internet technology for promotion and the use of social media can have a positive impact on the image of an object or tourist destination.

The development of technology, information and communication that continues to increase makes the number of internet users higher throughout the world every year (Atiko, Sudrajat and Nasionalita, 2016). Through online media, the opportunity for wider information dissemination can be done easily. These opportunities should be optimized. (Muda, 2015) in the development of Tourism Natural Resources held by the Semarang City Department of culture and Tourism at Water Blaster stated that all elements of tourism industry players must be able to take advantage of the power of the internet in introducing their tourism products.



According to the writer's observation at Bromo Sunrise Adventure Tour which is a travel agent institution where the writer conducts internship, there is still a shortage in terms of information technology. Bromo Sunrise Adventure Tour has difficulty in marketing its travel services due to lack of insight about information technology and only relying on high season, brochure, and Facebook for online marketing. The other form of information technology online media that can improve the quality of travel services and facilitate tourists in finding Bromo Sunrise Adventure Tour is an Instagram Business Account.

Today, almost all people around the world are familiar with social media like Instagram. Instagram is an Android-based social media application for Smartphones, iOs for iPhone, Blackberry, Windows Phone, and now it can also be accessed via computers, PCs and tablets which functions to share photos and videos worldwide that divided into personal account and business account (Asfihan, 2021). According to (Iman, 2020), In January 2020, there were around 62.23 million users, then increased in February to 62.47 million Instagram social media users, then in the following month which is March, the Instagram's users increased and reached 64 million users. With the increasing number of users, Instagram is a great opportunity for business people to carry out promotional activities which are very easy to operate.

Good management of Instagram social media in the tourism sector will logically attract local and foreign tourists. The writer sees the situation of Bromo Sunrise travel services which has decreased in marketing power, such as lack of visitors, only relying on high season, and the commonness of foreign and local tourists about the agency's services, which is due to lack of information that is why no one knows the contents of services which is served by Bromo Sunrise Adventure Tour's services. As described above, the writer took the initiative to help the company by creating an Instagram Post that will be in English language that contained company profiles and tourism services, testimonials that will be available at Bromo Sunrise Adventure Tour's Instagram Business Account so it will attract so many tourist to this Travel Agency.



1.2 Statement of Problem

Related to the background of the study, the writer divided the problems as follows:

1. What are the procedures of creating Instagram Post for Bromo Sunrise Adventure Tour?
2. What are the difficulties in creating Instagram Post for Bromo Sunrise Adventure Tour?

1.3 Objective of the Study

1. To explain the procedures of creating Instagram Post for Bromo Sunrise Adventure Tour.
2. To identify and solve difficulties in creating Instagram Post for Bromo Sunrise Adventure Tour.

1.4 Significance of the Study

1. The writer wants to improve the quality of Bromo Sunrise Adventure Tour in the field of marketing because in this increasingly sophisticated era, Bromo Sunrise Adventure Tour will not left far behind and it will take advantage of advanced technology in the field of marketing as well as possible.
2. By using Instagram Post in this technology era, Bromo Sunrise Adventure Tour will increasingly be known by local and foreign tourist so that more local and foreign tourist can experience the beauty of Indonesia through Bromo Sunrise Adventure Tour.

1.5 Scope and limitation

This final project only focused in creating posts for Instagram Business Account, specifically the contents, which are the type of tour, the price, contact person, and testimonials.



1.6 Definition of key terms

This study contains certain key terms, as follows:

1. Online Marketing

According to (Mubarak, 2018) Online marketing is defined as any effort made to publicize a business or company using the internet.

2. Instagram Posts

Instagram is a free, online photo-sharing application and social network platform that was acquired by Facebook in 2012, (Holak, 2017). While Instagram post is a term that refers to images or photos uploaded by Instagram Users.

CHAPTER II

REVIEW OF RELATED LITERATURES

2.1 Theoretical Background

2.1.1 Definition of Online Marketing

Marketing according to (Kotler & Keller translated by Molan 2007: 6) is a social process in which individuals and groups get what they need and want by creating, offering, and freely requiring products of value with other products. Meanwhile, according to (Schifman and Kanuk 2007) marketing is a variety of activities designed to increase the flow of various goods, services and consumer wants.

For all companies, in order to fulfill their needs properly, a qualified marketing strategy must be implemented, not outdated and time-consuming. Online marketing is a marketing concept that is having a major impact on today's business development in today's digital world, the internet is the center of many people's activities and online marketing is the most effective method.

Online marketing according to (Marwan 1991: 15) explains that online marketing is a sales strategy planning effort. This effort leads to a strategy of satisfying consumer needs and desires to generate sales profits. Therefore, the principle is almost the same as a sales strategy in general. However, in online marketing customer satisfaction is even more taken into account because consumers only know the product through images.

According to (Boone and Kurtz 2005) online marketing is a component in e-commerce. Where e-commerce is an online buying and selling system. Online marketing as a component in e-commerce, namely as a strategy for production, distribution, pricing, and promotion through digital media. It can be interpreted that

all kinds of marketing processes, from a product or service to the buyers, all use digital media.

Armstrong and Kottler have the same opinion as Boone and Kurtz regarding online marketing. They claim that online marketing is part of e-commerce. From this opinion, (Armstrong and Kottler 2004: 74) also add that online marketing is a form of company performance. Where the company's performance is in the form of promotion, sale of goods or services, and communicating via the internet.

With this online marketing can reach local and foreign tourists in the tourism business through paid advertisements and posting photos or videos such as Instagram social media.

2.1.2 Instagram

Instagram is a photo sharing application that allows users to take photos, apply digital filters, and share them with various social networking services, including Instagram itself (Zakirah 2017). According to (Merri 2016) Instagram is also a place to form self-image, where the more the number of followers or followers and likes in some photos of the account owner, the more it will be seen that the user has a high self-image.

. According to (Boyd and Ellison, 2008:11) Instagram is a social media networking site as a web-based service which enables individuals to build public or semi-public profiles in a limited system. Instagram displays other users related to them, and sees and observes the list of connections they have as well as lists created by other users in the system.

Instagram has various features that differentiate it from other social media. Instagram is divided into two types of accounts, namely personal accounts and business accounts which have different features. According to (Warren, 2020) there

are 8 Instagram features for business accounts:

A. Instagram Shopping

Instagram shopping is continually unveiling innovative e-commerce features as they look to find new ways to support businesses on the app.

Now, businesses can now tag shop products in feed posts and Instagram Stories, as well as having an “Instagram Shop” discovery tab on their profile to showcase in stock products. Instagram's shopping features essentially make the journey from discovering inspiration on the app to purchasing much more streamlined, which is great for any business looking to increase sales. Instagram is also rolling out the functionality for influencers to drive sales through checkout on behalf of brands.

With Instagram's Shopping for Creators feature, influencers and content creators can now add product tags from their brand partners to their Instagram posts and stories - creating a complete e-commerce marketplace.

B. Link in bio

Instagram's link in bio is an amazing feature for brands looking to drive traffic from the app, and one that is often underutilized. The link in bio is super easy to find and promote, making it one of the most valuable traffic-drivers on Instagram profile.

C. Instagram Live

Instagram Live is a great tool for businesses looking to build meaningful connections with their online community. In recent months, Instagram Live usage has skyrocketed with brands pivoting to lifestyle-orientated live broadcasts in lieu of in-person events. By bringing people together in this way, businesses are strengthening their community and showing a much more human and authentic side to

their brand.

D. Gift cards

In a direct response to COVID-19, Instagram has rolled out new feature. Gift Cards are a new way for businesses to sell redeemable vouchers on the app, available via a profile button or a new Instagram Stories sticker.

E. IGTV

IGTV is an incredible channel for showcasing products, interviews, and tutorials - the kind of content that really resonates with audiences and can help build long-term relationships. Although IGTV is still new territory for many, the brands who have embraced this channel have seen huge success.

F. Poll, Slider, Question, Quiz, and Countdown Stickers

Instagram Stories are a great way to encourage engagement and collect customer feedback for business especially if the user tap into the many Instagram Stories stickers on offer. From quick polls to fun quizzes, stickers provide an easy way for the followers to interact with the brand, and the user can be a great way to understand what the consumer wants.

G. Pinned Comments

Pinned comments is one of Instagram's newest features, and it's an awesome way to set the tone for your brand and community on the platform. For example, the user can choose to pin positive comments that endorse their products, or ones that champion the company brand values. Plus, by curating the comments in this way (Instagram currently allows up to 3 pinned comments on any post) the user can divert

attention away from trolls or spam bot comments - which can harm the company brand perception.

H. Instagram Stories Highlights

Instagram Stories are a valuable tool for business - and Instagram Stories Highlights are the best way to extend their 24-hour shelf life. With this in mind, it's a good idea to prioritize the Instagram Stories Highlights that drive the most conversions for the company brand.

2.1.3 Benefits of Using Instagram Business Account

In the field of marketing, Instagram Business Account has the core promoting itself to the community and building relationship with the consumers so that the online marketing process can run successfully. According to (Kurniawan at Permatasari 2016:5) benefits using social media as promotion activity are :

1. Marketing and promotion can be done at any time as the user are connected to the internet network.
2. Extensive and infinite range.
3. The user can choose a variety of existing social media.
4. Rapid information dissemination.
5. Easy consumer access.

According to (Samudra 2019), ease of access makes Instagram and several other social media is effective enough to be used as an introduction and marketing farm products. Its wide reach allows everyone from all over the world to easily access the information about the products and business profile.

Furthermore, Instagram can also monitor how the market share of the product. For example, the competitors who also sale the same products use Instagram as their online marketing tools, the writer can analyze information from competitors and then use it as evaluation material in developing the marketing strategy to make it more effective and one step ahead of competitors. These are the benefit of Instagram Business Account that will help increase sales number significantly.

2.2 Writing Process

Writing can be interpreted as an activity to express ideas or ideas using written language as a medium of delivery (Tarigan, 1986: 15). (Atar 2017: 14) in his book states that writing is a creative process of transferring ideas into writing symbols. (Nurgiantoro 1998: 273) states that writing is a productive active creativity, an activity to produce language. Writing is certainly not something that can be done without a proper procedural structure, according to (Muchlisin Riadi), the writing stage includes

1. The Primary Stage, which is the earliest stage in writing activities. This stage lies before writing. In the pre-writing stage, there are various activities carried out by the author, starting from determining the topic to be written. The writer considers the selection of a topic in terms of whether it is interesting or not to the reader.
2. The manufacturing stage, which is a rough written draft. In this activity the writer prioritizes the content of the writing rather than the writing system so that all thoughts, ideas, and feelings can be put into writing.
3. Revision stage, which is to improve writing, change the order of writing the main thoughts, eliminate information that is less relevant.
4. The editing stage, which is an activity to repeat the reading of the draft by the author. The writing on the rough draft still needs some changes. The activity during

the editing stage is to reexamine mistakes and weaknesses in the rough draft by reviewing its accuracy with the main idea, purpose of writing, potential readers, and publishing criteria.

5. Publication stage is the final stage in the writing process. In this stage, what is done is to publish the writing through various possibilities, for example sending it to the publisher.

2.3 Text Type

In this study, the writer chooses to use descriptive text as the text type for the content for Bromo Sunrise Adventure Tour because descriptive text is a text that provides a description of an object or event based on the results of the observation process and the writer's experience. (Kurniasari 2004: 141) explains that a descriptive contains experiences that are clearly described. The experience can be in the form of an object. There are two development patterns in the description paragraph according to (Kurniasari 2014: 142) :

a) Subjective Pattern, which is a pattern used to describe the object in question but in a way of depiction accompanied by an opinion from the author, for example "the place is comfortable to see, fun and creepy". This sentence is a subjective type.

b) Objective Pattern, which is a pattern of developing descriptive paragraphs in which the description is not accompanied by the opinion or opinion of the author. The results of the depiction obtained are objective, in accordance with the object depicted, without the slightest use of opinion.

CHAPTER III
RESULTS AND DISCUSSION

3.1 Process

To create an interesting Instagram posts for Bromo Sunrise Adventure Tour, there were 7 steps in order to finish the product, as follows:

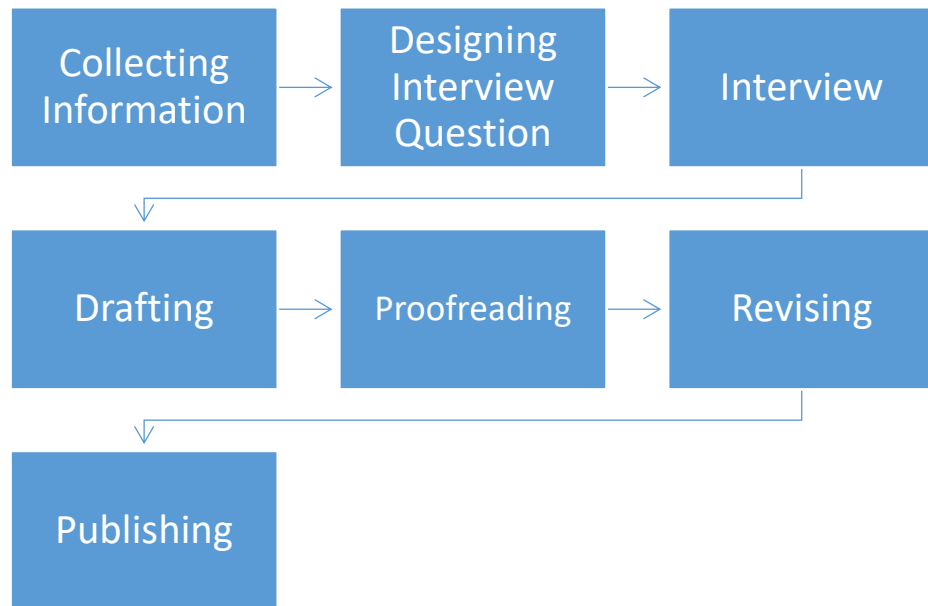


Figure 3.1 Steps for Making Instagram Business Account



3.1.1 Collecting Information

The first step carried out by the writer is to collect information related to Instagram business accounts from other accounts, namely official.asiatravel which will be used as references or collect information related to Instagram business account content.

The strengths of official.asiatravel Instagram post are their company not only provide their type of tour, but they also put some references about tourism in Indonesia. Therefore the tourist will be able to know the update of Indonesian's tourism automatically. They also put some tips and trick during traveling on their post.

The weakness of official.asiatravel Instagram post is their feeds are not neat and a little bit messy. Therefore after this research the writer will be able to make a good promotion by making Instagram Post for Bromo Sunrise adventure tour.

3.1.2 Designing Interview Question

The second step carried out by the writer is designing interview question to Mr. Vinny who is the owner of Bromo Sunrise Adventure Tour.

The purpose of this interview is to collect information for making Instagram post for Bromo Sunrise Adventure Tour. The writer started doing research through their website and arranged the information that cannot be found on their website. The question's that will be asked to Mr. Vinny are as follows:

1. What is Bromo Sunrise Adventure Tour's Company Profile
2. When is Bromo Sunrise Adventure Tour established?
3. What are the types of tour at Bromo Sunrise Adventure Tour?



3.1.3 Interview

The third step carried out by the writer is interview. At this stage of the interview the writer conducted a face-to-face interview directly to Mr. Vinny. The writer asks the questions that have been prepared to Mr. Vinny in the point 3.1.2, the process takes more or less an hour. The interview between the writer and Mr. Vinny is held at Saturday, March 20, 2021.

3.1.3.1 Here is the result of the interview with Mr. Vinny :

Question number 1 :

What is Bromo Sunrise Adventure Tour Company's profile?

Answer :

Bromo Sunrise Adventure Tour is one of the tour travel agencies in Indonesia. Bromo Sunrise Adventure Tour is always increase from year to year and get much faith from many people not only from local people but also international people. Bromo Sunrise Adventure Tour has been searching for the places that offer true adventure all day. Bromo Bromo Sunrise Adventure Tour has volcanoes and conversation rainforest in Java and other islands.

Question number 2 :

When is Bromo Sunrise Adventure Tour established?

Answer :

Bromo Sunrise Adventure Tour was built in 1993 untill now. Since



1993 Bromo Sunrise Adventure Tour has been shared travel experience as the trusted local operator in Indonesia for many large travel agencies in overseas.

Question number 3 :

What are the types of tour at Bromo Sunrise Adventure Tour?

Answer :

1. Bromo Adventure Tour Package (2 days 1 night)
2. Bromo Ijen Discovery (3 days 2 nights)
3. Semeru Bromo Ijen Rafting Adventure Tour (7days 6 nights)
4. Tugu Volcanoes Unique Tour
5. Bromo Sempu Island Adventure Tour (3days 2 nights)

3.1.4 Drafting

The fourth step of making this Instagram Business Account for Bromo Sunrise Adventure Tour is making a drafting. The writer previously prepared the drafting in which the contents are obtained from direct interview with the owner and its official website, covering the following detailed information:

3.1.4.1 The company profile

Bromo Sunrise Adventure Tour is one of the tour travel agency in Indonesia. It was built by Mr. Vinny in 1993 until now. Bromo Sunrise Adventure Tour is always increase



from year to year and get much faith from many people not only from local people but also international people. Bromo Sunrise Adventure Tour has been searching for the places that offer true adventure all day. Bromo Sunrise Adventure Tour has Volcanoes and conservation rainforest in Java and other islands. Follow the deep rivers in the jungle, climb the highest volcanoes and climb Mountain. Semeru, one of the famous active volcanoes in the world, try the wild Java Rhino and other elusive species. Since 1990, Bromo Sunrise Adventure Tour has been shared travel experiences as the trusted local operator in Indonesia for many large travel agencies in overseas.

The second draft is about the Tour Package and itinerary:

3.1.4.2 Tour packages and itinerary

Tour Code	Bromo Adventure Tour Package (BATP)
Destination	Surabaya / Malang – Bromo – Surabaya /Malang
Duration	2 Days 1Night
Include	Transport tourist standard, ticket, parking, insurance, Breakfast, lunch, Dinner, Hotel, mineral water , driver & guide Accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 😊

1. Bromo Adventure Tour 2 days 1 night package

Day 1, the driver and the guide will pick the tourist up at the airport or any places in Surabaya or Malang based on the time schedule and drive the tourist at Tosari or Cemorolawang village to stay at the hotel. If the tourists are from Surabaya they will visit the hot mud in the region of Sidoarjo first, it takes \pm 30 minutes and if tourists are from malang they will visit the tea plantation first to see tea processing in the factory, it takes about 30 minutes from Malang Airport. After that,



they will continue the driving to go to the Tosari Bromo Cottage or Lava View Lodge in Cemoro lawang.

Day 2, at 04.00 am, the tourists will start driving to go to the most famous view point in the world at Mountain Pananjakan (2774 m masl), the rim of the Tengger Caldera. They will see dramatical sunrise and spectacular panorama with 5 mountains in the ancient Tengger crater and an active Mountain .Semeru (3676 m). After that, the tourist will be driving down to cross the sea of sand to go to Mt. Bromo by riding a horse. The last, they will go back to the hotel, have a breakfast, check out and then continue the driving to conduct the tourist to Malang or Surabaya Airport and the tour is ended.

2. Bromo Ijen Discovery 3 days 2 nights Package

Tour Code	Bromo Ijen Discovery (BIDT)
Destination	Surabaya / Malang – Mt. Bromo – Mt. Ijen – Surabaya / Malang
Duration	3 Days 2 Night
Include	Transport tourist standard, ticket, horse, parking, insurance, Breakfast, lunch, Dinner, Hotel, mineral water drink, driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 😊

Itinerary:

Day 1, the driver and the tour guide will pick the tourist up at the airport or any places in Surabaya or Malang based on their time schedule and drive them at Tosari or Cemorolawang village to stay at the hotel. If the tourists are from Surabaya they will visit the hot mud in the region of Sidoarjo first, it



takes \pm 30 minutes and if they are from Malang they will visit the tea plantation first to see the tea processing in the factory, it takes about 30 minutes from the Malang Airport. After that they will continue the driving to go to the Tosari Bromo Cottage or Lava View Lodge in Cemoro lawang.

Day 2, at 04.00 am, the driver, tour guide and the tourists will start driving to go to the most famous view point in the world at Mountain .Pananjakan (2774 m masl), the rim of the Tengger Caldera. They will see the dramatical sunrise and spectacular panorama with 5 mountains in the ancient tengger crater and an active Mt.Semeru (3676 m). After that, they will drive down to cross the sea of sand to go to Mt. Bromo by riding a horse. Then, they will go back to the hotel, have a breakfast check out and continue our driving to go to Ijen Resort, it takes about 6 hours. They will Stop at Pasir Putih beach first to have lunch and relaxing, if the tourists want, they can swim because they have time about an hour there.

Day 3, at 04.30 am, the trip will start and they driving a short way to the pal tuding and then start trekking about 2 hours to get the summit and walking down to the blue acid lake that is surrounded by the sheer walls. It is so worth to see the attraction of sulfur collectors to obtain huge block of pure sulfur primitively, healthy devastating method and incredible hard job. After observation, they will leave Ijen plateau and drive to Malang / Surabaya Airport or Ketapang Harbor to go to Bali and the adventure is ended.



3. Semeru-Bromo-Ijen Rafting Adventure Tour 7 days 6 nights package

Tour Code	Semeru Bromo Ijen Rafting Adventure Tours (SBIRT)
Destination	Surabaya – Malang – Mt. Semeru – Mt. Bromo – Mt. Ijen – Rafting – Surabaya
Duration	7 Days 6 Night
Include	Transport tourist standard, fuel, ticket, parking, porters, insurance, Breakfast, lunch, Dinner, Hotel,, camping gear, 4WD , driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate ☹️

Itinerary:

Day 1, The driver and the tour guide will Pick the tourist up at Surabaya International Airport and drive to Malang, they will visit the hot mud which cover the villages over 25 Ha in Sidoarjo. Driving from Surabaya to Malang takes \pm 3 hours. In Malang, they will conduct to stay at the unique hotel in East Java, Tugu Hotel.

Day 2, at 05.00 am, the tourist will check out from the hotel and drive to Ranu Pane village, it takes \pm 3 hours. From Ranu Pane village they will continue our track to Ranu Kumbolo lake, it takes \pm 2,5 hours. After that, they will go to another track at Kalimati or Arcopodo, and then they will take a rest by using tent in the camp site.

Day 3 at 02.00 am, they will start the tracking to get summit



of Mountain Semeru, it takes \pm 5 hours and when they reach the top, they will stay there for an hour. Then, they continue the tracking to go back to Ranu Pane village again. After that, they will drive by using 4 WD to Mountain Bromo via savannah and the sea of sand, it takes about 2 hours, there, they will stay at lava view lodge.

Day 4, free tour program.

Day 5 at 04.00 am, by using 4WD, they will drive to the highest point of Mountain Pananjakan (2774 m) to see the dramatical sunrise and to see the beautiful panorama of Mountain Bromo, Mountain Semeru and surroundings. After that, they will continue driving to Mountain Bromo cross the sea of sand. It takes about 30 minutes, by riding a horse, they will get the stairs of Mountain Bromo and we can enjoy riding a horse in the volcano. Then, they will go back to the hotel to get breakfast and see the vulcanology post to control the Mountain Bromo activity and continue the driving to Licin village to stay at Ijen Resort, it takes about 6 hours.

Day 6 at 05.00 am, they drive to pal tuding, it takes \pm an hour and then they will start the tracking to the top, it takes \pm 1,5 hours. After that, they will go down to the acid crater which is surrounded by the sheer walls, here they will see the attraction of the sulfur miners' working. They could carry the sulfure about 90 kg up and down the hill. Then, they will go back to



the hotel, have lunch, check out and drive to Probolinggo to stay at songa homestay, it takes about 4 hours from the Ijen Resort.

Day 7, at 05.00 am, they make preparation to raft the Songa river (3+ grates). After that they will have lunch and then continue the driving to Surabaya Airport (about 4 hours) and the tour is ended.

4. Tugu Volcanos Unique Tour 5 days 4 nights package

Tour Code	Tugu Vulcanos Unique Tours (TVUT)
Destination	Surabaya/Malang – Mt. Bromo – Mt. Kelud – Sempu Island – Ijen Plateau – Banyuwangi Harbour
Duration	5 Days 4 Night
Include	Transport tourist standard, fuel, ticket, parking, porters, insurance, Breakfast, lunch, Dinner, Hotel, camping gear, driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 😊

Itinerary:

Day 1, the driver and the tour guide will pick the tourist up at Malang or Surabaya International Airport. If the tourists from Surabaya airport, they will visit hot mud which cover the villages over 25 Ha in Sidoarjo first and then drive to Malang.

Driving to Malang takes \pm 3 hours and they will conduct the tourist to stay at the unique hotel in East Java, Tugu Hotel.



Day 2, after having breakfast, they will drive to Sendang Biru beach, it takes ± 2 hours. There, they will visit the traditional fish market. Then, they will take a boat to get the Sempu Island, (it is the natural reserve) ± 15 minutes from Sendang Biru beach. After that they must walk about an hour through the rain forest to get the beautiful lake (Segara Anakan) and there they can get relaxing for swimming. After having lunch, they walk back to get the boat and off the sea to drive to the Blitar city, it takes ± 2 hours.

Day 3, after having breakfast, they will drive to Mountain Kelud, it takes about 1,5 hours and then continue driving to Malang, especially to the Tugu Hotel. From Mountain Kelud to Malang takes about 4 hours.

Day 4, after check out from the hotel, exactly at 02.00 am, they will drive to the highest point of Mountain pananjakan (2774 m) to see the dramatical sunrise and to see the beautiful panorama of Mountain Bromo, Mountain Semeru and surroundings. After that, they will continue our driving to Mountain Bromo cross the sea of sand. It takes about 30 minutes, by riding a horse they will get the stairs of Mountain Bromo and they can enjoy riding a horse in the volcano, and they will go back to the hotel to get the breakfast and to see the vulcanology post to control the Mountain Bromo activity and continue the driving to Licin villagge to stay at Ijen Resort, it takes about 6 hours.



Day 5 at 05.00 am, they will drive to pal tuding \pm 1 hour and then they start tracking to the top \pm 1.5 hours. After that the tracking down to the acid crater which is surrounded bay the see walls, there they will see the attraction of the sulfur miners' working. They could carry the sulfur about 90 kg up and down the hill. The last, they will drive back to the hotel, have lunch, check out from the hotel and drive to conduct the tourist to Bali or Surabaya international Airport, here the tour is ended.

5. Bromo Sempu Island Adventure Tour 3 days 2 Nights package

Tour Code	Bromo Sempu Island Adventure Tours (BSIAT)
Destination	Surabaya/Malang – Mt. Bromo – Sempu Island - Surabaya/Malang
Duration	3 Days 2 Night
Include	Transport tourist standard, fuel, ticket, parking, insurance, Breakfast, lunch, Dinner, Hotel, driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate ☹️

Itinerary :

Day 1, the driver and the tour guide will pick you up at Malang or Surabaya International Airport, they will visit the hot mud which covers the villages over 25 Ha in Sidoarjo first and then drive to Malang. Driving to Malang takes \pm 3 hours and they will conduct the tourist to stay at the unique hotel in East Java (Tugu Hotel).

Day 2, at 06.00 am, after having breakfast they will drive to



Sendang Biru beach, it takes \pm 2 hours. After that, they will visit the traditional fish market and then take a boat to get to Sempu Island (it is the natural reserve), it takes \pm 15 minutes from Sendang Biru Beach. They must walk about an hour through the rain forest and get the beautiful lake (Segara Anakan). After that, they can enjoy the natural life and forget the things that can make their stress by enjoying the voice of waves and animals. After having lunch, they walk back to get the boat and off the sea to go back to the hotel (free program).

Day 3, at 02.00 am, they will check out from the hotel and start driving to the most famous view point at Mountain Pananjakan (2774 m masl), the rim of the Tengger Caldera to see the dramatical sunrise and the spectacular panorama with 5 mountains inside the ancient Tengger crater and an active Mountain Semeru (3676 m). After that, they will drive down to cross the sea of sand to go to Mountain Bromo by riding a horse. The last, have breakfast at the hotel, check out and continue driving to transfer out at Malang or Surabaya Airport.

The third draft is about gallery, as follow:

3.1.4.3 Gallery

- Mrs Ruby Ling and friends spent the golden hour time watching sunset at Mountain Bromo



• Mrs Ruby Ling and friends with the tour guide at Pasir Berbisik (Whispering Sand) at Mountain Bromo



• Ms. Joyce from Malaysia is enjoying the view from Penanjakan Hill at Bromo Mountain



• Mrs. Leeyah and her husband with the tour guide from Singapore at penanjakan Hill Mountain Bromo.





- Ms. Tsabita from Jakarta with the tour guide at Pasir Berbisik (Whispering Sand) Mountain Bromo



- Mrs Ruby Ling with friends with tour guide at Madakaripura Waterfall



The fourth draft is about the contact person as follow:



3.1.4.4 Contact Person

Office: Jl. Majapahit 40-A Malang - East Java - Indonesia

Mobile: +6281 3333 13790 (24 hours call or what'sApp)

Office: +62-341 352223

Fax: +62-341 352223 web : www.bromosunrise.webs.com

email : bromosunrise@gmail.com

Office hours : Sunday – Saturday : .8.00am to 5.00pm

(Indonesia time: GMT +07.00)

The fifth draft is about tips for travelling during pandemic.

According to (Ramadhian, 2020) there are 5 travelling tips during pandemic which are:

1. Choose a tourist spot that is outside the room
2. Do not eat at restaurant
3. Bring personal eating utensils and tools of worship
4. Do not eat when travelling using public transportation
5. Adhere to health protocol

3.1.5 Proofreading and Revising

Proofreading is the activity of carefully checked for errors in text before publishing or sharing. At this stage, the draft was being proofread by Mr. Firdaus, the lecturer at Vocational Program Universitas Brawijaya

The first proofreading is about the company profile

Before Proofreading:

Bromo Sunrise Adventure Tour is one of the tour travel agency in Indonesia. It is built by Mr. Zainal Arifin in 1993 until now. Bromo Sunrise Adventure Tour is always increase from year to year and get much faith from many people not only from local people but also international people. Bromo Sunrise Adventure Tour has been searching for the places that offer true adventure all day. Bromo Sunrise Adventure Tour has Volcanoes and conservation rainforest in Java and other islands. Follow the deep rivers in the jungle, climb the highest volcanoes and climb Mountain. Semeru, one of the famous active volcanoes in the world, try the wild Java Rhino and other elusive species. Since 1990, Bromo Sunrise Adventure Tour has been shared travel experiences as the trusted local operator in Indonesia for many large travel agencies in overseas.

After Proofreading:

Bromo Sunrise Adventure Tour is one of the tour travel agencies in Indonesia, established In 1993 by Zainal Arifin. Through the years, this agent has gained a lot of customers of both domestic and foreign tourists. Their team consistently explores new destinations offering exiting and extraordinary adventures for tourists. This agent offers such destinations as volcanoes and conservational rainforests tours in Java and other islands. The tourists can adventure deep rivers in the jungle, climb the highest summit in the island, Semeru, one of the famous active volcanoes in the world. Tourists can also see elusive species such as the wild Java Rhino. Since 1990, Bromo Sunrise Adventure



Tour has shared travel experiences and become the Indonesian trusted local operator for many large overseas travel agencies

Explanation:

Many words have been changed to become more complex, concise and clear. There is a great variety of terms that should be paid more attention to. There are many singular word changes that should be plural. Names do not need to include gender titles, because the context does not replace Mr or Ms in Indonesian.

The second proofreading is about The type of tour and Itinerary

1. Bromo Adventure Tour (2days 1 Night)

Before proofreading :

Day 1, the driver and the guide will pick the tourist up at the airport or any places in Surabaya or Malang based on the time schedule and drive the tourist at Tosari or Cemorolawang village to stay at the hotel. If the tourists are from Surabaya they will visit the hot mud in the region of Sidoarjo first, it takes \pm 30 minutes and if tourists are from malang they will visit the tea plantation first to see tea processing in the factory, it takes about 30 minutes from Malang Airport. After that, they will continue the driving to go to the Tosari Bromo Cottage or Lava View Lodge in Cemoro lawang.

Day 2, at 04.00 am, the tourists will start driving to go to the most famous view point in the world at Mountain Pananjakan (2774 m



masl), the rim of the Tengger Caldera. They will see dramatical sunrise and spectacular panorama with 5 mountains in the ancient Tengger crater and an active Mountain .Semeru (3676 m). After that, the tourist will be driving down to cross the sea of sand to go to Mt. Bromo by riding a horse. The last, they will go back to the hotel, have a breakfast, check out and then continue the driving to conduct the tourist to Malang or Surabaya Airport and the tour is ended.

Day 1: From the airport or any appointed meeting points in either Surabaya or Malang as scheduled, the driver with the guide takes the tourists to Tosari Bromo Cottage in Tosari or Lava View Lodge in Cemorolawang village. Before reaching the hotel, approximately 30 minutes away from the airports they visit the so-called Sidoarjo mud flow and tea plantation site enjoying the beautiful natural view and seeing tea production process in the factory if the tourists are fetched from Surabaya and Malang airports respectively.

Day 2: at 04.00 a.m., the tourists are taken to the most iconic view point, Mount Pananjakan (2774 masl), to see the sun rises from the vast Tengger Caldera with its spectacular and picturesque panorama of 5 mountains from the ancient Tengger crater, including the towering Semeru mountain (3676 masl). Next, riding horses crossing the sea sand to the center of the caldera the tourists are brought to approach Bromo mountain where they spent their morning before going back to the hotel and having breakfast. The last, they go back to the hotel and have a breakfast. After checking out from the hotel they are taken to the airport.

Explanation:



There is a great variety of terms that should be paid more attention to, such as the use of tenses.

2. Bromo Ijen Discovery 3 days 2 nights Package

Before Proofreading:

Day 1, the driver and the tour guide will pick the tourist up at the airport or any places in Surabaya or Malang based on their time schedule and drive them at Tosari or Cemorolawang village to stay at the hotel. If the tourists are from Surabaya they will visit the hot mud in the region of Sidoarjo first, it takes \pm 30 minutes and if they are from Malang they will visit the tea plantation first to see the tea processing in the factory, it takes about 30 minutes from the Malang Airport. After that they will continue the driving to go to the Tosari Bromo Cottage or Lava View Lodge in Cemoro lawang.

Day 2, at 04.00 am, the driver, tour guide and the tourists will start driving to go to the most famous view point in the world at Mountain .Pananjakan (2774 m masl), the rim of the Tengger Caldera. They will see the dramatical sunrise and spectacular panorama with 5 mountains in the ancient tengger crater and an active Mt.Semeru (3676 m). After that, they will drive down to cross the sea of sand to go to Mt. Bromo by riding a horse. Then, they will go back to the hotel, have a breakfast check out and continue our driving to go to Ijen Resort, it takes about 6 hours. They will Stop at Pasir Putih beach first to have lunch and relaxing, if the tourists want, they can swim because they have time about an hour there.

Day 3, at 04.30 am, the trip will start and they driving a short way to the pal tuding and then start trekking about 2 hours to get the summit and walking down to the blue acid lake that is surrounded by the sheer walls. It is so worth to see the attraction of sulfur collectors to obtain huge block of pure



sulfur primitively, healthy devastating method and incredible hard job. After observation, they will leave Ijen plateau and drive to Malang / Surabaya Airport or Ketapang Harbor to go to Bali and the adventure is ended.

After Proofreading:

Day 1: From the airport or any appointed meeting points in either Surabaya or Malang as scheduled, the driver with the guide takes the tourists to Tosari Bromo Cottage in Tosari or Lava View Lodge in Cemorolawang village. Before reaching the hotel, approximately 30 minutes away from the airports they visit the so-called Sidoarjo mud flow and tea plantation site enjoying the beautiful natural view and seeing tea production process in the factory if the tourists are fetched from Surabaya and Malang airports respectively.

Day 2, at 04.00 a.m., the tourists are taken to the most iconic view point, Mount Pananjakan (2774 masl), to see the sun rises from the expanse of Tengger Caldera with its spectacular and picturesque panorama of 5 mountains from the ancient Tengger crater, including the towering Semeru mountain (3676 masl). Next, riding horses crossing the sea of sand to the center of the caldera the tourists are brought to approach Bromo mountain where they spent their morning before going back to the hotel and having breakfast. After checking out, they are heading to the next destination, Banyuwangi, in a six-hour travel by car. The car stops by Pasir Putih Beach for a lunch break. If they want to, the tourist can enjoy the beach a little while, about an hour, before continuing the trip to the destination then taking a rest at the prepared accommodation, Ijen Resort.

Day 3: at 04.30 a.m., everyone leaves for Paltuding—the first trekking point—in a short drive. The trekking to the summit only takes 2 hours. The tourists then descend to the blue acid lake surrounded by the sheer walls, where they can see traditional workers doing an incredibly tough job of



collecting huge blocks of pure sulfur by using primitive equipment. After enjoying the view, they are heading back to the airports in Malang and Surabaya, or Ketapang Harbor if they wish to visit Bali Island.

Explanation :

There is a great variety of terms that should be paid more attention to, such as the use of tenses, the preposition. Many sentences were fixed because it is too complicated for the tourist to understand.

3. Semeru-Bromo-Ijen Rafting Adventure Tour (7 days 6 nights)

Before proofreading:

Day 1, The driver and the tour guide will Pick the tourist up at Surabaya International Airport and drive to Malang, they will visit the hot mud which cover the villages over 25 Ha in Sidoarjo. Driving from Surabaya to Malang takes \pm 3 hours. In Malang, they will conduct to stay at the unique hotel in East Java, Tugu Hotel.

Day 2, at 05.00 am, the tourist will check out from the hotel and drive to Ranu Pane village, it takes \pm 3 hours. From Ranu Pane village they will continue our track to Ranu Kumbolo lake, it takes \pm 2,5 hours. After that, they will go to another track at Kalimati or Arcopodo, and then they will take a rest by using tent in the camp site.

Day 3 at 02.00 am, they will start the tracking to get summit of Mountain Semeru, it takes \pm 5 hours and when they reach the top, they will stay there for an hour. Then, they continue the tracking to go back to Ranu Pane village again. After that, they will drive by using 4 WD to Mountain Bromo via savannah and the sea of sand, it takes about 2 hours, there, they will stay at



lava view lodge.

Day 4, free tour program.

Day 5 at 04.00 am, by using 4WD, they will drive to the highest point of Mountain Pananjakan (2774 m) to see the dramatical sunrise and to see the beautiful panorama of Mountain Bromo, Mountain Semeru and surroundings. After that, they will continue driving to Mountain Bromo cross the sea of sand. It takes about 30 minutes, by riding a horse, they will get the stairs of Mountain Bromo and we can enjoy riding a horse in the volcano. Then, they will go back to the hotel to get breakfast and see the vulcanology post to control the Mountain Bromo activity and continue the driving to Licin village to stay at Ijen Resort, it takes about 6 hours.

Day 6 at 05.00 am, they drive to pal tuding, it takes \pm an hour and then they will start the tracking to the top, it takes \pm 1,5 hours. After that, they will go down to the acid crater which is surrounded by the sheer walls, here they will see the attraction of the sulfur miners' working. They could carry the sulfure about 90 kg up and down the hill. Then, they will go back to the hotel, have lunch, check out and drive to Probolinggo to stay at songa homestay, it takes about 4 hours from the Ijen Resort.

Day 7, at 05.00 am, they make preparation to raft the Songa river (3+ grates). After that they will have lunch and then continue the driving to Surabaya Airport (about 4 hours) and the tour is ended.

After Proofreading:

Day 1: The driver with the tour guide fetches the tourists in Surabaya International Airport and drives them to Malang. On the way they stop by the popular Sidoarjo Mud flow covering an area of over 25 Ha, and used to



be densely populated villages in Sidoarjo. After a total of 3 hours trip they stay in Hotel Tugu, one of the iconic hotels in Malang popular for its unique strong Javanese style and its historical value.

Day 2, at 05.00 a.m., the tourists check out from the hotel and head to Ranu Pane village in approximately 3-hour drive. From there they continue to trek through hills to Ranu Kumbolo lake, taking about 2.5 hours. The trek continues to the next checking point of Kalimati as the Camping Ground.

Day 3: at 02.00 a.m., they start to climb to the summit of Mount Semeru known as Mahameru Peak through 5 hour long arduous trek. They only have an hour on the peak before the dangerous sulfuric ash starts to burst from the crater. After going down back to Ranu Pane, the tourists are taken to another adventurous trip through meadow and sea of sand to Mount Bromo on a 4-WD, which takes about 2 hours. Then, they stay at a nearby hotel, Lava View Lodge.

Day 4: free tour program.

Day 5: at 04.00 a.m., on a 4WD, they head to the highest point of Mount Panajakan (2774 m) to see the iconic natural event of sun rising from Mount Bromo with its spectacularly panoramic view of the surrounding mountains. Next, they go down to the sea of sand and continue to reach the stairs on foot or by horse riding if they want to. The stairs lead them to the peak of Mount Bromo to see the crater. Then, they go back to the hotel for breakfast and visit the volcanology post where the Mount Bromo activity is monitored. The trip continues to Licin village, in about 6-hour drive, where the tourists stay at Ijen Resort.

Day 6 at 05.00 a.m., everyone leaves for Paltuding—the first trekking point—in a short drive of about an hour. Trekking to the summit only takes



2 hours. The tourists then descend to the blue acid lake surrounded by the sheer walls. They can see traditional sulfur miners doing an incredibly tough job of carrying huge blocks of pure sulfur weighing up to 90 kg by using primitive equipment up and down the hill. After enjoying the view, they go back to the hotel for lunch then check out. They continue their trip to Probolinggo City in about 4-hour drive and stay in Songa Homestay.

Day 7, at 05.00 a.m., everyone prepares for rafting the Songa river (3+ grades). After the rafting, they have lunch and head back to Surabaya Airport.

Explanation:

There is a great variety of terms that should be paid more attention to, such as the use of tenses, the preposition. Many sentences were fixed because it is too complicated for the tourist to understand.

4. Tugu Volcanoes Unique Tour (5 days – 4 nights package)

Before proofreading:

Day 1, the driver and the tour guide will pick the tourist up at Malang or Surabaya International Airport. If the tourists from Surabaya airport, they will visit hot mud which cover the villages over 25 Ha in Sidoarjo first and then drive to Malang. Driving to Malang takes \pm 3 hours and they will conduct the tourist to stay at the unique hotel in East Java, Tugu Hotel.

Day 2, after having breakfast, they will drive to Sendang Biru beach, it takes \pm 2 hours. There, they will visit the traditional fish market. Then, they will take a boat to get the Sempu Island, (it is the natural reserve) \pm 15 minutes from Sendang Biru beach. After that they must walk about an hour through the rain forest to get the beautiful lake (Segara Anakan) and there they can



get relaxing for swimming. After having lunch, they walk back to get the boat and off the sea to drive to the Blitar city, it takes ± 2 hours.

Day 3, after having breakfast, they will drive to Mountain Kelud, it takes about 1,5 hours and then continue driving to Malang, especially to the Tugu Hotel. From Mountain Kelud to Malang takes about 4 hours.

Day 4, after check out from the hotel, exactly at 02.00 am, they will drive to the highest point of Mountain pananjakan (2774 m) to see the dramatical sunrise and to see the beautiful panorama of Mountain Bromo, Mountain Semeru and surroundings. After that, they will continue our driving to Mountain Bromo cross the sea of sand. It takes about 30 minutes, by riding a horse they will get the stairs of Mountain Bromo and they can enjoy riding a horse in the volcano, and they will go back to the hotel to get the breakfast and to see the vulcanology post to control the Mountain Bromo activity and continue the driving to Licin village to stay at Ijen Resort, it takes about 6 hours.

Day 5 at 05.00 am, they will drive to pal tuding ± 1 hour and then they start tracking to the top ± 1.5 hours. After that the tracking down to the acid crater which is surrounded bay the see walls, there they will see the attraction of the sulfur miners' working. They could carry the sulfur about 90 kg up and down the hill. The last, they will drive back to the hotel, have lunch, check out from the hotel and drive to conduct the tourist to Bali or Surabaya international Airport, here the tour is ended.

After proofreading:

Day 1: The driver with the tour guide fetches the tourists in Surabaya International Airport and drives them to Malang. On the way they stop by the popular Sidoarjo Mud flow covering an area of over 25 Ha, and used to



be densely populated villages in Sidoarjo. After a total of 3 hours trip they stay in Hotel Tugu, one of the iconic hotels in Malang popular for its unique strong Javanese style and its historical value.

Day 2: After breakfast, they drive the tourists to Sendang Biru beach for about 4 hours. In there they visit the traditional fish market. Then, they cross to Sempu Island (a conservational island) for about 15 minutes from Sendang Biru beach. Once they reach the island they have to walk through the rain forest for about an hour to reach Segara Anakan (a beautiful pristine beach-like lake) where the tourists can enjoy swimming or just relaxing and enjoying the super stunning view. After having lunch, they get back to Sendang Biru beach then head to Blitar city in an approximately 2-hour drive.

Day 3: They leave for Mount Kelud in a 1.5-hour drive after breakfast. From there, they continue their trip for another 4 hours to Malang, then stay in Tugu Hotel.

Day 4: At 2 a.m. they check out from the hotel and directly head to the highest point of Mount pananjakan (2774 m) to see the beautiful iconic sunrise view with an expanse panorama of Mount Bromo, Mount Semeru and others. From there, they continue driving down the hill approaching Mount Bromo crossing the sea of sand for about 30 minutes. To reach the stairs to climb to the peak, the tourists can favor riding horses or on foot. When they are done exploring, they visit the volcanology post where the mountain activity is monitored following breakfast at the hotel. After that, they are brought to to Licin villagge in a 6-hour drive, then stay at Ijen Resort.

Day 5: At 05.00 a.m., they go to Paltuding in an hour drive. From there, they start trekking to the top for about 1.5 hours. The tourists then trek down to the blue acid crater surrounded by the sheer walls. They can see traditional



workers doing an incredibly tough job of collecting huge blocks of pure sulfur by using primitive equipment. After enjoying the view, they are heading back to the airports in Malang and Surabaya, or Ketapang Harbor if they wish to visit Bali Island.

Explanation :

There is a great variety of terms that should be paid more attention to, such as the use of tenses, the preposition. Many sentences were fixed because it is too complicated for the tourist to understand

5. Bromo Sempu Island Adventure Tour (3 days 2 nights package)

Before Proofreading :

Day 1, the driver and the tour guide will pick you up at Malang or Surabaya International Airport, they will visit the hot mud which covers the villages over 25 Ha in Sidoarjo first and then drive to Malang. Driving to Malang takes \pm 3 hours and they will conduct the tourist to stay at the unique hotel in East Java (Tugu Hotel).

Day 2, at 06.00 am, after having breakfast they will drive to Sendang Biru beach, it takes \pm 2 hours. After that, they will visit the traditional fish market and then take a boat to get to Sempu Island (it is the natural reserve), it takes \pm 15 minutes from Sendang Biru Beach. They must walk about an hour through the rain forest and get the beautiful lake (Segara Anakan). After that, they can enjoy the natural life and forget the things that can make their stress by enjoying the voice of waves and animals. After having lunch, they walk back to get the boat and off the sea to go back to the hotel (free program).

Day 3, at 02.00 am, they will check out from the hotel and start driving to the most famous view point at Mountain Pananjakan (2774 m masl), the rim of the Tengger Caldera to see the dramatical sunrise and the spectacular panorama with



5 mountains inside the ancient Tengger crater and an active Mountain Semeru (3676 m). After that, they will drive down to cross the sea of sand to go to Mountain Bromo by riding a horse. The last, have breakfast at the hotel, check out and continue driving to transfer out at Malang or Surabaya Airport.

After Proofreading :

Day 1, The driver with the tour guide fetches the tourists from Malang Airport or Surabaya International Airport and drives them to their accommodation, one of the iconic hotels in Malang—Tugu Hotel. If they are picked up from Surabaya, on the way they stop by the popular Sidoarjo Mud flow covering an area of over 25 Ha, and used to be densely populated villages in Sidoarjo.

Day 2, at 06.00 a.m., after breakfast, they drive the tourists to Sendang Biru beach for about 2 hours. In there they visit the traditional fish market. Then, they cross to Sempu Island (a conservational island) for about 15 minutes from Sendang Biru beach. Once they reach the island they have to walk through the rain forest for about an hour to reach Segara Anakan (a beautiful pristine beach-like lake) where the tourists can enjoy swimming or just relaxing and enjoy the super stunning view. After having lunch, they go back to the hotel and enjoy their free time.

Day 3, at 02.00 a.m., they check out from the hotel and start driving to the most famous view point at Mount Pananjakan (2774 masl) to see the iconic stunning sunrise view and the spectacular panorama of the expanse of 5 mountains within the ancient Tengger crater including the active Mount Semeru (3676 masl). From there, they continue driving down the hill approaching Mount Bromo crossing the sea of sand for about 30 minutes. To reach the stairs to climb to the peak, the tourists can favor riding horses or on foot. When they are done exploring, they



have breakfast at the hotel, check out and leave for Malang or Surabaya Airport.

Explanation :

There is a great variety of terms that should be paid more attention to, such as the use of tenses, the preposition. Many sentences were fixed because it is too complicated for the tourist to understand.

The third proofreading is about galery:

Before Proofreading :

Mrs Ling and friends spent the golden hour time seeing sunset at Mount Bromo

- Mrs Ruby Ling and friends with the tour guide at Pasir Berbisik (Whispering Sand) at Mount Bromo
- Ms. Joyce from Malaysia is enjoying the view from Penanjakan Hill at Bromo Mountain.
- Mrs Leeyah and her husband from Singapore with the tour guide at Penanjakan Mountain.
- Ms. Tsabita from Jakarta with the tour guide at Pasir Berbisik (Whispering Sand) Mount Bromo
- Mrs. Ruby Ling with friends with the tour guide



at Madakaripura Waterfall

After Proofreading:

- Ruby Ling and friends spent the golden hour time seeing sunset at Mount Bromo
- Ruby Ling and friends with the tour guide at Pasir Berbisik (Whispering Sand) at Mount Bromo
- Joyce from Malaysia is enjoying the view from Penanjakan Hill at Bromo Mountain.
- Leeyah and her husband from Singapore with the tour guide at Penanjakan Mountain.
- Tsabita from Jakarta with the tour guide at Pasir Berbisik (Whispering Sand) Mount Bromo
- Ruby Ling with friends with the tour guide at Madakaripura Waterfall

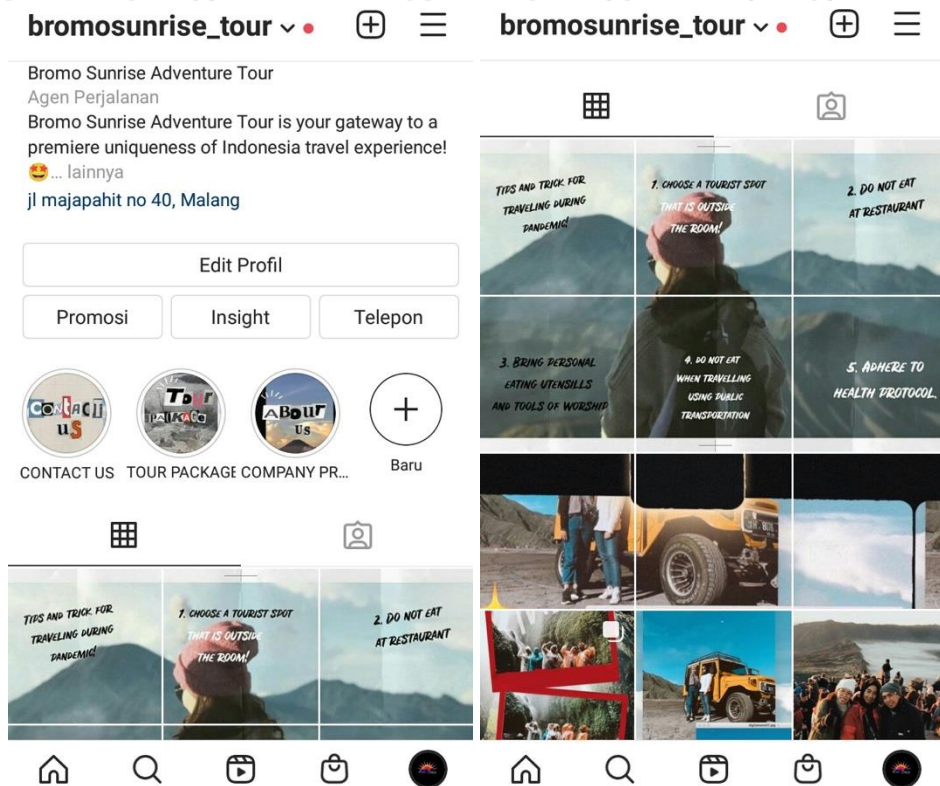
Explanation :

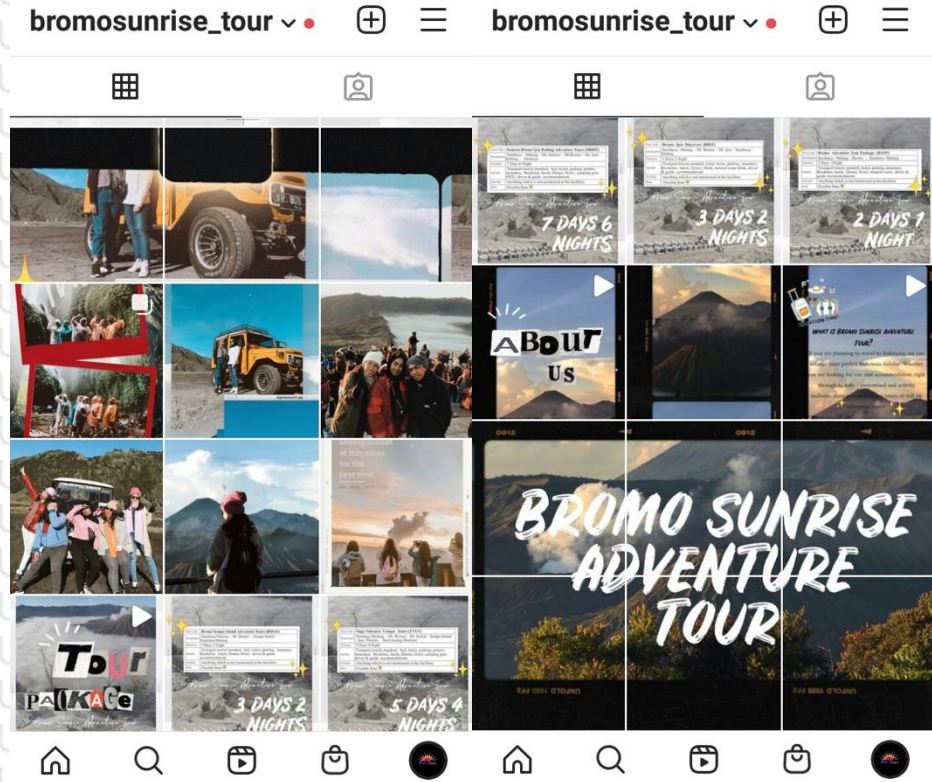
Names do not need to include gender or titles, because the context does not replace Mr or Ms in Indonesian

3.1.6 Publishing

The writer downloaded the Instagram Application on App store on the smartphone first and followed by sign in the Instagram Account for Bromo Sunrise Adventure Tour.

The Instagram is @bromosunrise_tour. The writer started to choose the content that has been made for uploading in Instagram account for Bromo Sunrise Adventure Tour. Next the writer started to upload the content one by one followed by making the caption for the content that has been uploaded by the writer as follows:







Tour Code	Bromo Adventure Tour Package (BATP)
Destination	Surabaya / Malang – Bromo – Surabaya/Malang
Duration	2 Days 1Night
Include	Transport tourist standard, ticket, parking, insurance, Breakfast, lunch, Dinner, Hotel, mineral water , driver & guide Accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 🌟

Bromo Sunrise Adventure Tour

2 DAYS 1 NIGHT

Tour Code	Semeru Bromo Ijen Rafting Adventure Tours (SBIRT)
Destination	Surabaya – Malang – Mt. Semeru – Mt. Bromo – Mt. Ijen – Rafting – Surabaya
Duration	7 Days 6 Night
Include	Transport tourist standard, fuel, ticket, parking, porters, insurance, Breakfast, lunch, Dinner, Hotel, camping gear, 4WD, driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 🌟

Bromo Sunrise Adventure Tour

7 DAYS 6 NIGHTS

Tour Code	Tugu Vulkanos Unique Tours (TVUT)
Destination	Surabaya/Malang – Mt. Bromo – Mt. Kelud – Sempu Island – Ijen Plateau – Banyuwangi Harbour
Duration	5 Days 4 Night
Include	Transport tourist standard, fuel, ticket, parking, porters, insurance, Breakfast, lunch, Dinner, Hotel, camping gear, driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 🌟

Bromo Sunrise Adventure Tour

5 DAYS 4 NIGHTS

Tour Code	Bromo Sempu Island Adventure Tours (BSIAT)
Destination	Surabaya/Malang – Mt. Bromo – Sempu Island - Surabaya/Malang
Duration	3 Days 2 Night
Include	Transport tourist standard, fuel, ticket, parking, insurance, Breakfast, lunch, Dinner, Hotel, driver & guide accommodations
Exclude	Anything which is not mentioned at the facilities
Rate	Flexible Rate 🌟

Bromo Sunrise Adventure Tour

3 DAYS 2 NIGHTS



3.2 The difficulties in creating Instagram Post for Bromo Sunrise Adventure Tour

In running a company, of course many things will happen, whether it is positive or negative things such as obstacle and difficulties when running a business. Currently Bromo Sunrise Adventure Tour is experiencing things that really need special attention. This is an aspect of Bromo Sunrise Adventure Tour in the field of marketing that had a lack in the use of technology in the world of tourism. Therefore the writer decided to help Bromo Sunrise Adventure Tour by creating an Instagram Post which is very helpful for Bromo Sunrise Adventure Tour in the field of marketing and get more recognition from local and foreign tourists. However, in creating an Instagram Post for Bromo Sunrise Adventure Tour, the writer experienced several difficulties, which will be explained as follows.

First, the process of creating Instagram Post for Bromo Sunrise Adventure Tour was



carried out during the corona virus disease pandemic, the data collection process carried out by the writer was hampered due to the lockdown being imposed by the government. The writer as much as possible looking for data through online. Fortunately, after lockdown ended, the owner of Bromo Sunrise Adventure Tour, Mr. Vinny was willing to be interviewed for completeness of data in the process of creating Instagram Post for Bromo Sunrise Adventure Tour. The interview process is also carried out by applying health protocols so that both parties can minimize the transmission of the virus and the interview process can be carried out properly.

Second, not only in the data collection process, the corona virus disease also has an impact on the Instagram Post that have been made by the writer because the government forbids its citizens to travel to minimize the transmission of the disease. The writer has difficulty finding new followers, the writer then makes maximum efforts and thinks what a good strategy to get tourists interested which was adding more hashtags related to Bromo Mountain, and tourism. Local and foreign tourists slowly started to followed Bromo Sunrise Adventure Tour after the added of hashtags and it is estimated that after the pandemic ends there will be more follower for the Bromo Sunrise Adventure Tour Instagram Account.

3.3 Discussion

Nowadays, marketing strategy is an important factor that determines business development. It is very unfortunate if Bromo Sunrise Adventure Tour did not carry out marketing activities that use techniques, technology, and digital media with the aim of getting data, markets and customers which was local and foreign tourists properly. Bromo Sunrise Adventure Tour so far before the development of internet technology only relying to distributed brochures, booklets, and high season that required more costs and energy. Everything had to be done offline which might mean Mr. Vinny as the owner of Bromo Sunrise Adventure Tour and his employees had to travel from one place to another, but with the use of Internet technology such as social media Instagram they do not have to move to one place to another to do various things in the field of marketing. In addition to saving time, utilizing technology in the field of marketing, also helps to save costs. The flexibility and practicality offered by the social media platform Instagram can adjust various



business more efficiently. The existence of Instagram social media for Bromo Sunrise Adventure Tour is also very helpful for the company because of the opportunity to reach wider costumers, with the right strategy, Instagram can be used to optimize the online visibility of Mr. Vinny, as the owner of Bromo Sunrise Adventure Tour. The writer also using hashtags to make content easier to find on Instagram's explore page is a very practical but efficient thing. Instagram also comes with analytics features that contain demographic data and audience behavior. Some of the data that can be analyzed include age, gender, location, which content is most liked by followers which will greatly help Bromo Sunrise Adventure Tour in planning Instagram content, but also to develop an overall business marketing strategy that will have a good impact on the company.

In this final project, the writer created and interesting promotional content that is adapted to technological advances, which is creating Instagram Post for Bromo Sunrise Adventure Tour. The account is @bromosunrise_tour on Instagram.

The writer has been uploaded contents on Instagram Post which is @bromosunrise_tour including the company profile which was the Bromo Sunrise Adventure Tour description about the company and how it was build, the type of tours that Bromo Sunrise Adventure Tour provided including the itineraries, the gallery which was the photo's collection of the tour guide and the tourists, contact person, and the tips and trick for travelling during pandemic that will help the local and foreign tourist, also the tour guide to travel safely in this pandemic.

In creating this final project, the writer learned many things and got a lot of experience which can help the writer in the world of work. The writer has the opportunity to apply all the knowledge that has been learned during the internship and learn details about the ins and outs of work standards, professional marketing. The writer also adds insight into the world of tour and travel marketing and improves skills in this field.



CHAPTER IV

CONCLUSION

4.1 Conclusion

Creating Instagram Post for Bromo Sunrise Adventure Tour as the title of this final project was made by the writer due to the problems that the travel agent had to face, which is the lack of marketing strategy. Bromo Sunrise Adventure Tour only relying on high season which is not efficient at all.

Based on the first problem, the writer created the Instagram post to help the travel agent in the field of marketing that uploaded about the company profile, the company's type of tour, and also the reviews. Started with first, collecting information, which mean the writer searched all of the information needed to create Instagram Post for Bromo Sunrise Adventure Tour. Second, designing interview question between the writer and the owner of Bromo Sunrise Adventure Tour. Third, the writer conducted the interview season with Mr. Vinny as the owner of Bromo Sunrise Adventure Tour. After that which is the fourth step, after the writer got all of the information needed to create an Instagram Post for Bromo Sunrise Adventure Tour, the writer started making a draft which will be proofread in the fifth step to fix the grammatical errors. After all of that five steps that has been done the writer continue to sixth step which was revised and seventh step is publishing the content.

Based on the second problem, the writer has several difficulties and obstacles during the process of creating Instagram Post for Bromo Sunrise Adventure Tour. Those are all the processes that the writer went through were carried out during the corona virus disease pandemic which hindered the writer from collecting information and looking for followers from local and foreign tourist due to government's lockdown.

Fortunately, due to some time, the Instagram for Bromo Sunrise Adventure Tour get more recognition from the local and the foreign tourist by added more hashtags and now Bromo Sunrise Adventure Tour is not only relying through high season. People will easily find the Bromo Sunrise



Adventure Tour also because Instagram can be accessed worldwide, people just have to type the keyword about Bromo Tour and it will popped up. Now Bromo Sunrise Adventure Tour has the most wanted social media platform which is Instagram.



CHAPTER V SUGGESTION

5.1 Suggestion

Based on the final project that has been successfully made, the writer hopes with the existence of an Instagram account for Bromo Sunrise Adventure Tour, the company will make the best use of the Instagram and get a lot of benefits from it. The writer also hopes that the company will continue to use @bromosunrise_tour Instagram as their main account and be active in uploading every activity to Instagram to attract new customers, new followers from around the world.

The writer also hopes that all the students of Universitas Brawijaya can use this final project as their references for all forms of studies that are being carried out due to the use of technology in the field of marketing.

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