

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is one of sector that has given impacts to many countries in the world, especially Indonesia as a country with various attractive floras and faunas. The impacts of tourism sector include the growth of social and economic conditions in society. By utilizing tourism sector, the society can have better income and increase the awareness to take care of their culture and keep its originality. Terrel (2020) stated that tourism have undergone significant growth and diversification to become a major force in the international economy. Many developing countries, including Indonesia, have increased their presence in the market, particularly as travelers have expanded beyond the more traditional destinations in order to seek out new places and experiences. As the result, Indonesia has reached a significant growth in the tourism sector that it contributes 5.5% to Gross Domestic Product (GDP) of Indonesia in 2019 (Ministry of Tourism of Indonesia, 2019). Due to this significant growth of the tourism, there are various new types of tourism that has been developed and one of the popular one is agritourism.

Agritourism is a tourism object that involves the use of agricultural land or livestock. According to Lamie *et al* (2021), agritourism embraces a wide variety of related forms of rural tourism that vaguely resemble the original concept of being closely linked to working farms. Upon the growth of agritourism around the world, there are several types of agritourism to classify this tourism sector. Those are direct farm sales, education, hospitality, outdoor recreation, and entertainment. Thus, agritourism is an activity of traveling to agricultural areas. Agritourism is usually found in developing country which has many kinds of flora and fauna. In Indonesia, agritourism becomes one of tourism that is often visited by tourists, both from within the country and abroad. It is because the tourist can enjoy facilities, views, and the foods that are produced from the agriculture products. Not only get some travel

experience, the tourist also can learn about science of nature, how to preserve nature, and how to produce livestock product.

Goatzilla Farm already becomes a tourism object that is engaged in agritourism sector, especially in livestock since 2015. It is located in Senduro Village, Lumajang regency. Based on the name, this tourism object manages goat as the livestock. Kind of goat that available is Senduro goat or “Kambing Senduro” in Bahasa Indonesia. It has already inaugurated by Lumajang government in 2014, because Senduro goat has different characteristic from the other. Focusing on selling goat's milk, the manager assisted by his father in managing this tourism business. Goatzilla Farm is a tourism object that is provided facilities and services, for example cafe, dairy goat's farm, dairy goat's milk and educational tourism about the livestock. Currently, Goatzilla Farm innovates to process the dairy goat's milk into cheese, yogurt, face mask, and kefir soap. In producing the product, Goatzilla Farm still uses traditional method. The manager decided to hire some employees to produce any kinds of product that available there.

The writer conducted preliminary study to the manager to get some information about the promotional media that available in Goatzilla Farm. It conducted via whatsapp virtually due to the corona virus disease (Covid19) pandemic. Based on the result of the preliminary study, the visitors of Goatzilla Farm not only come from Indonesia, but also come from abroad, which is Australia. In promoting the product, Goatzilla Farm uses social media such as Whatsapp business, Facebook (Goatzilla Farm and Cafe) and Instagram (@goatzillafarm). The social media is very useful to attract the interest of some tourists or customers. Sometimes there are some foreign tourists also comes to this tourism object. Unfortunately, Goatzilla Farm has no printed media to inform about the promoted product in detail to the tourists or prospective customers who come to Senduro Village or Lumajang regency. On the other hand, the information that is provided in social media still uses Bahasa Indonesia only. The manager also said that he wants to provide the best

services to the customer while promoting the product or the tourism object by making another kind of promotional media.

Based on the explanation above, it can be concluded that Goatzilla Farm needs a printed media that can give detail information about their products and needs the promotional product in bilingual, English and Bahasa Indonesia, because the visitors are not only the domestics, but there are also foreigners that come to the tourism object. Because Goatzilla Farm does not have promotional media in the form of printed media so, the manager wanted to create another kind of promotional media. Besides that, the foreigner also need a promotional media in bilingual form, so that they can understand what the products provided. Another reason for a printed media is needed because the promotional media in social media is still using Bahasa Indonesia, and it can support the previous promotional media to promote the products and services and attract more visitors to visit Goatzilla Farm. Booklet is a small book to promote a company or home industry and it gave a lot of information about the promoted product. According to Ipnuwati (2016) *in* Garaika and Garaika (2020), Booklet aims to convey promotional messages, recommended, prohibited to the mass audience and in the form of print. Booklet There are some reasons why a company uses booklet as their promotional media. One of the best ways of promoting a business is by giving the potential and regular customers a way of viewing all of the products, services and contact details in one place. Besides, booklet is easy to distribute, easy to customize, cost-effective, and good at creating focus for the customers when they read and sift through the products (Wassell, 2018). The booklet was made in bilingual to help the manager's difficulties in explaining the tourism object to the foreigners. Later, it was placed in tourism and culture department or "Dinas Pariwisata" Lumajang so that it can attract many tourists widely. The writer offered to make a booklet as promotional media for Goatzilla Farm because the manager agrees with the recommendation.

1.2 Objectives

The objective of this final project is to make a booklet for Goatzilla Farm, Senduro, Lumajang in bilingual version, English and Bahasa Indonesia in order to promote the products of the company and attract prospective customers to use their product.

1.3 Significances

Based on the objective above, the significances of the report and the product of the final project are expected to be useful for some parties:

1.3.1 The Writer

In this final project, the writer can apply her writing skills in making a final project proposal, translation skills in translating the script from Bahasa Indonesia into English, and her computer skill in making concept of the booklet.

1.3.2 The Tourists or customers

The product of this final project can help the domestics and foreigners to get more detailed information about Goatzilla Farm.

1.3.3 The Goatzilla Farm

Goatzilla Farm can use the product of this final project as a promotional media to promote and attract the tourists by giving the detail information about their product through placing the booklet at the receptionist, so that when guests arrive they can use it.

1.3.4 The students of English Study Program

The student of English study program, especially in Politeknik Negeri Jember, can use this final project as a reference when they want to conduct similar product.

1.3.5 Tourism and Culture Department of Lumajang

Tourism and culture department of Lumajang can use this booklet to provide information about Goatzilla Farm as one of tourist destination in Lumajang by placing the booklet at the receptionist, so that when guests arrive they can use it.