

# CHAPTER 1. INTRODUCTION

## 1.1 Background

The impact of the Covid-19 pandemic has hit the tourism industry in Indonesia. Ministry of Tourism and Creative Economy stated the four sectors have decreased very drastically. Those four sectors include state revenues in tourism sectors, the number of tourists entering Indonesia, working hours and losing jobs in the tourism industry. This institution has launched a program, namely Emergency Response, Recovery, and Normalization to save those conditions. The first program focused on wellbeing, for example, starting social security programs, organizing travel industry emergencies with the travel industry regions, and getting ready for recuperation. The second program focused on the opening of vacation destinations that applied the CHSE (Cleanliness, Healthy, Safety, and Environmental Sustainability) convention in vacation spots. The last program is Normalization that which focused on standardization in preparing tourist destinations with the CHSE protocol, increasing market interest, to discounts for tour packages and MICE. The coronavirus pandemic has changed numerous things, remembering patterns for the traveler. Nature the travel industry will turn into a well-known pattern leaned toward by the nearby local area new ordinary condition later. In the beginning phases of recuperation after the pandemic, fatigue because of remaining at home will urge sightseers to go for a stroll and escape the house to partake in the outside air and the magnificence of nature.

One of the nature tourism destinations in Jember is on the south side of this regency, it is called Gumuk Watu. The word *Gumuk Watu* derives from the Javanese language which means *Gumuk* is a small hill and *watu* is a stone. This tourist destination is located at the foot of Mount Manggar in Dukuh Dempok Village Wuluhan District Jember Regency. It is used as an educational tourism area by the Village-Owned Enterprises (BUMDES) Dukuh Dempok, Wuluhan Jember. Gumuk Watu Tourism utilizes green land assets belonging to the village

of Dukuh Dempok. Visitors can take educational tours in the form of fruit and vegetable picking tours. Moreover, the natural beauty and fresh air of rice fields and gardens covering an area of 4 hectares will spoil visitors.

The writer obtained deep information about Gumuk Watu after he conducted an preliminary study by interview the owner. Firstly, he asked about the tourist data who visit this tourism object. The owner informed that before the pandemic the number of tourists visiting Gumuk Watu was around 250 people every week and during the pandemic, the number of visitors decreased to around 100 people every week. Secondly, it related to the media promotion, actually Gumuk Watu had an Instagram account (*gumuk\_watu*) however Instagram lacked updates regarding developments that occurred in Gumuk Watu and even the last update was in 2021. It is the same condition with Gumuk Watu a Facebook account (GUMUK WATU) which is lack of updates on developments that occur in Gumuk Watu. However, the owner also expected that Gumuk Watu will be visited by not only domestic but also international tourist. Based on this situation, the writer took the initiative to make a bilingual promotional booklet so that it can improve the quality of Gumuk Watu promotions and attract locals also foreigners to visit Gumuk Watu. The booklet will be distributed as a new promotional medium for Gumuk Watu which explains the location, price, and attractiveness of Gumuk Watu itself. The reopening of tourist attractions in the new normal era is expected to be followed by the rise of optimism that the wheels of the economy will turn again.

Based on these conditions, the writer created promotional media in the form of a booklet for Gumuk Watu. As Putra et al., (2017) defined a booklet is printed information media intended to convey messages to the public, with the aim that people understand and obey the messages contained in the booklet. The combination of the text and some images in the booklet is a means to make it easier for audiences in gaining the message. He made a promotional medium in the form of a booklet, as a booklet can provide readers with information about Gumuk Watu effectively. Therefore, visitors would identify the fun activity in every spot that is offered in Gumuk Watu, and they enjoy the scenic beauty in it.

This booklet is available in bilingual versions, Indonesian and English languages. This is intended so that domestic and foreign tourists can easily understand the contents.

### **1.2 Objective**

The objective of this final project is to make a booklet as a promotional media of Gumuk Watu, Wuluhan, Jember.

### **1.3 Significances**

The significance of the report and the product of this final project are expected to be useful for some parties:

#### **1.3.1 for the writer**

The writer can apply his writing skill when making a script and apply translation skills in translating the booklet script from Bahasa Indonesia into English.

#### **1.3.2 for the readers**

This booklet can help the local readers to get detailed information about Gumuk Watu. Meanwhile, this is could be a promotional medium for foreigners to know about this Gumuk Watu attraction in Wuluhan Jember.

#### **1.3.3 for Gumuk Watu**

This booklet can be used as a medium of promotion to promote Gumuk Watu Wuluhan Jember as a Tourist Destination.

#### **1.3.4 for the students of the English Study Program**

This booklet can be used as a reference for students of the English Study Program who will conduct a similar project especially in developing a promotional booklet.