CHAPTER 1. INTRODUCTION

1.1 Background

Nowadays tourism is one of the needs of people. Tourism is a very interesting activity that can be done because it can refresh mind. Based on Koen Meyers (2009), tourism is an activity that has aim of getting pleasure, knowing something, improving health, enjoying sports, or resting and more. According to Damanin and Weber (2006), tourism is a very complex phenomenon of the movement of people, goods, and services. Also tourism is connected to institutions and individuals, service needs, provision of service links. It can conclude that tourism is an activity that needs to get relaxation or learn something new. It is one of the activities which have several objectives depend on interest of tourists and not to stay.

Indonesia is a developing country that has great potential tourism objects and tourist attractions. It has a collection of islands that hold untold treasures in its diversity of cultures, landscapes and cities. Tourism is an economic sector which becomes priority. The tourism objects are spread in every province in Indonesia such as Bali, Yogyakarta, Papua, East Java and many others which has its own characteristics that creates its own charm. East Java is one the province Indonesia that has a lot of tourism objects and one of them is Jember. Jember has been already known about its natural beauty of the tourism destination.

Jember is one of the districts in East Java that has a good tourist attraction. Many kinds of tourism that we can find in Jember. There is culture and art that called Pandhalungan. Pandhalungan is culture that combination of Madura ethnic and Java ethnic. In events Pandhalungan usually shows traditional dance and traditional music. Then there is JFC (Jember Fashion Carnaval) as one of the icons in Jember that already famous in the world. JFC is the event that shows large and unique costumes, which are wearing by the JFC model. Jember is well known for its famous beaches like Papuma Beach, Watu Ulo Beach, and Payangan Beach. And three beaches are located in one line.

Payangan Beach is very beautiful beach. It surrounded by hills and lies on a cluster of Indonesian ocean with natural scenery. It also has black sand with some grass growing in the edge of beach. Payangan Beach has Bukit Samboja, Bukit Domba, and Teluk Love. So, tourists can climb to the hill to see the sea from above. Payangan beach is more beautiful when we see it from a height. On the hill there are lots of photo spots. So, the tourists can take pictures with beautiful scenery.

In Payangan Village there is KUB Lumba-Lumba. KUB Lumba-Lumba is people who lived in Payangan Village that make a community who has purpose to promote and increase the attractiveness of tourism there. KUB Lumba-Lumba has activities and facilities such as planting mangroves, banana boat, and river tubing. In here mangrove fruits can be made syrup and flour. So, tourists can buy the product of mangrove fruits which are very rare in market as a souvenir. KUB Lumba-Lumba is very potential to develop ecotourism in Payangan Village. It's also as the facilitator and guide for tourists.

In terms of promotional media, they are only promoted via TV channels by SCTV and TRANS TV. It can't make the tourist easier to know about KUB Lumba-Lumba. As we know in this era, many kinds of people currently use an internet to gather many kinds of information, including the tourism objects and tourism activities. From the website, the tourists know how to get there, list of recommended places and activities. So that, a website as a tourism promotional media makes all people in the world know about KUB Lumba-Lumba.

So, this website is hopefully can help KUB Lumba-Lumba to be known by tourists. This website promotes activities and facilities in KUB Lumba-Lumba like planting mangroves, banana boat, river tubing and Traditional Ceremony (*Petik Laut)*. Not only can serve and promote, but a website will positively impact Payangan Beach in providing information about KUB Lumba-Lumba. The writer also will use domain for the address of the website using address www.kublumbalumbapayangan.com

1.2 Objective

The objective of this final project is to make a website of KUB Lumba-Lumba in Payangan, Jember.

1.3 Significances

    1.3.1   KUB Lumba-Lumba

This final project can provide an additional promotional media for the ecotourism of KUB Lumba-Lumba in Payangan Village Jember. It gives information for to all tourists. To provides a new knowledge about ecotourism for local people and provides their activities in Payangan Beach for foreign tourists.

    1.3.2   The Writer

The writer can apply all of the relevant skills that have been learned while lecturing process. The writer will know how to manage the website by designing the content with the creative writing skills, like designing website, writing website content and promotion of tourism using a writing skills also improving persuasive language in order to promoting ecotourism.

    1.3.3   The Tourist

The tourist can get new and actual information about KUB Lumba-Lumba. So that they become interested to visit Payangan Village, not only for local tourist but also for foreign tourist.

    1.3.4   Students of English Study Program

This final project can give a reference for the student of English Study Program related to develop ecotourism with website as the promotional media..