

CHAPTER 1. INTRODUCTION

1.1 Background

The Covid-19 pandemic has had a significant impact on the tourism sector in Indonesia. It has made Indonesian tourism experience a crisis. The tourism and creative economy sectors are facing new challenges because these are the sectors that have been heavily affected by the pandemic. The Ministry of Tourism and Creative Economy noted that foreign tourist visits were reduced by 78.8%, equivalent to 4.05 million trips. This resulted in the tourism sector foreign exchange falling freely -80.82%. The movement of domestic tourists also decreased by -29.9%, or the equivalent of 198.2 million trips. This reduced the tourism sector workforce from 14.96 million in 2019 to 13.97 million in 2020 (Harahap, 2021). The impact of the pandemic on tourism in Indonesia has covered several aspects, including the economic sector, public services, and employment opportunities. Due to these conditions, the government should do significant efforts to revitalize tourism in Indonesia.

One of the efforts made to revitalize Indonesian tourism is by conducting events. Events are essential drivers in the development of tourism in a destination. According to Arnegger and Herz (2016), organizing events increases the economy and employment opportunities in tourist destinations. Virtual and hybrid events in Indonesia are essential for the Ministry of Tourism and Creative Economy. The hybrid event program is also an inner circle of the Ministry of Tourism and Creative Economy for efforts to generate Indonesian tourism, which includes the 2021 tourism trend (Ministry of Tourism and Creative Economy, 2020). Through these efforts, the Indonesian tourism and creative economy gradually revive. However, the actions taken do not guarantee that the tourism sector in Indonesia will continue to develop in the future. Therefore, futuristic ideas are needed to boost the revival of the Indonesian tourism and creative economy sectors.

Hybrid Ethnic Travel Mart (HETM) program is a futuristic idea for promoting tourism revitalization after the pandemic, allowing tourists to experience and gain knowledge of Indonesia's ethnic diversity. Ethnic and cultural exoticism in Indonesia can attract tourists and add understanding of ethnic and cultural wisdom in Indonesia. HETM was designed using the concepts of Augmented Reality (AR) and Virtual Reality (VR) with the help of social media Instagram, Twitter, Facebook, Tiktok, and YouTube as a supporting component for information dissemination. This program aimed to strengthen the identity or characteristics of the Indonesian nation as a country rich in ethnicity and culture. It added a new identity to Indonesian tourism as an ethnic tourism destination. The main goal is a medium for promoting Indonesian tourism by showing the nation's wealth through ethnic and cultural diversity.

HETM will be held annually in selected ethnic destinations. In the first event, ten ethnic destinations will be selected to display and exhibit tourism products at the travel mart. The ten selected ethnic tourist destinations in the first event of the HETM program differ from the government's ten priority Indonesian tourist destinations. The ten ethnicities selected included Osing, Javanese, Madurese, Balinese, Dayak, Batak, Betawi, Sundanese, Bugis, and Minangkabau. Buyers from all countries can access HETM without the need to come directly to the travel mart location. However, buyers who come directly to the place will be able to feel the ethnic nuances and how to become a local community by participating in daily activities and traditional ceremonies. The benefits of the HETM program are to add insight to tourists directly about Indonesian ethnicity and culture, explore the history of the Indonesian nationality in a fun way, and get the satisfaction of enjoying unique and impressive tourist attractions. HETM also opens up business opportunities and absorbs local workers in the area.

The HETM program is a futuristic idea that has passed funding for a student creativity program organized by the Directorate General of Learning and Student Affairs, Indonesian Ministry of Education, Culture, Research, and Technology in 2022. Therefore, the next step to make it easy to realize the HETM program is to create a prototype that explains the program simulation clearly.

1.2 Objective

The writer made a video as a prototype for the implementation of the Hybrid Ethnic Travel Mart program. The function of the video is as a medium to test the program. In addition, the prototype video serves to find out whether the concepts that have been introduced can be implemented.

1.3 Significances

1.3.1 The Writer

This project can help the writer apply her English skills, such as writing a script in English and making a video as a content in English. In addition, it can also improve her ability to operate computer software, especially in making videos.

1.3.2 The Students of English Study Program

This final project can be a reference for students of the English Study Program Politeknik Negeri Jember who want to conduct similar final projects.