

CHAPTER 1. INTRODUCTION

1.1 Background

The tourism sector is one of the strongest sectors to increase economic growth. The tourism sector provides several advantages, including providing a large enough foreign exchange for the country, expanding employment opportunities, and introducing the country's culture (Sabon et al., 2018). One area that has considerable tourism potential is Jember. Jember is a district located on the eastern tip of Java Island that is familiar as a tobacco city (Prasetyo et al., 2018).

Jember has many tourist attractions. There are several types of tourism in Jember including natural tourism, cultural tourism, and man-made tourism. One example of man-made tourism in Jember is a museum. The two famous museums in Jember are the tobacco museum and the letters museum (Albab, 2022). Based on Government Regulation No. 66 of 2015, a museum is one of the permanent institutions whose purpose is to serve the public's needs by collecting, protecting, developing, and communicating them to the public without taking any profit. In addition, Asmara (2019) stated that the existence of a museum is very important because the museum is a source of information for the community.

In this case, the writer wants to explain the idea that has been made before, with the title Jember Gadget Museum. This idea was made by the writer based on people's lack of knowledge about technological developments. However, many people are less familiar with technological developments, especially gadgets as tools that support human activity. At the same time, knowledge about the history of gadgets is also important so that people understand the development and history of mobile phones, laptops/computers, and cameras from the old generation to the newest generation. On the other hand, Indonesia still does not have a gadget museum that focuses on mobile phones, laptops/computers, and cameras. So that, this idea will be useful for the tourism sector to increase economic growth.

From those problem, the writer had conducted a preliminary study by doing a survey and collecting information through articles and journals about museums. The writer found many young generations do not know that the early generations

of computers used to require a lot of cables and large space to operate until now can be carried everywhere like laptops and also the performance of their computers is faster than the early generations. This statement is based on a survey conducted with about 50 people, 70% of them do not know the history of telephones and laptops/computers.

In addition, the writer also got information through articles and journals about museums. Results from the articles, the writer finds five important things that must be in a museum. The first thing is responsiveness, which is meant here is the response of museum staff, such as greeting, helping, and serving the visitors directly. Then the second is tangible, which is related to the facilities or infrastructure that can be touched and provided by the museum. The third is communication. This dimension describes detailed information and history provided by the museum. This can be in the form of pictures, writings, and collections of museum objects. The fourth is consumables, which relate to additional consumable services provided by museums such as restaurants or souvenir shops. Then the last is empathy, which relates to special facilities provided to children and people with special needs (Isnaini, 2019).

Based on the information above, the writer made a booklet as a prototype media for Jember Gadget Museum. This booklet will make it easier for readers to visualize the idea of Jember Gadget Museum. The booklet contains the background, types of collection, view of collection area facilities, staff services, price lists, office hours, and social media. According to Rahmatih et al. (2018), a booklet is a small and thin book containing information supplemented with pictures whose purpose is to make the information easier to understand. The writer provides the booklet as a prototype media in printed and soft file form. The printed form will be given to Language, Communication, and Tourism department.

1.2 Objective

The objective of this final project is to make a booklet as a prototype media for "Jember Gadget Museum".

1.3 Significances

Based on the objective above, hopefully, the report and the product can benefit the following parties.

1.3.1 For the writer

The final project is helpful for the writer because he can apply his writing skill when doing the report. The writer can also apply his editing skill when designing the museum and booklet. The writer also can apply his translation skill when translating text from Indonesian to English.

1.3.2 For the readers

The booklet can help the reader, especially those who can speak or understand English, to get detailed information about Jember Gadget Museum.

1.3.3 For Students of English Study Program

This final project can be used as a reference for the other students to conduct a similar final project with a different idea.