

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a fascinating country because it has many tourism types. Tourism is an activity that visitors can do to travel to a significant destination outside the usual environment (Yu et al, 2012). There are business, recreation, cultural, and educational tourism (Dinata, 2015). Tourism refers to activities visitors to these attractions. One of the activities that can be done in traveling is educational tours or edutourism. Edutourism is an activity emphasizing the educational content to fulfill the tourist's needs and motivation to gain knowledge during travel (Malihah & Setiyorini, 2014). A place often visited for edutourism is a historical thing, one of which is a museum.

A museum is a place to store and appreciate relics (Putera & Swasty, 2017). This place is a permanent institution that functions to preserve, communicate, and exhibit human and environmental evidence for study, education, and enjoyment. Based on ownership type, it is divided into two, which are government museums and private museums (Wulandari, 2014). According to Bella (2017), government museums are museums managed by the government, both central and local governments. A private museum is a museum that is built privately to store and appreciate collections of art objects (Hendraningsih, 2008). From the previous explanation, edutourism can be used as a suitable tourist activity to enjoy the experience of traveling together with education, one of which is a convenient place for this activity, namely museums.

There are several private museums in Indonesia, one of which is the Museum Huruf Jember. This museum collects historical and antique items located at Jl. Bengawan Solo No.27, Tegal Boto Lor, Sumbersari, Jember. Although the museum may be smaller than general museums that people often see, it is privately owned and has a simple appearance.

Museum Huruf Jember contains various letters from ancient times to the present day from different countries, including China, India, Russia, and Arabic. In this museum, some articles provide information about the history of letters and

writings. Not only about written letters, but also Museum Huruf Jember gives us books specifically for people with blindness special needs and uses the sense of touch to read something. This place provides a library for us to know and explore the history of letters.

Unfortunately, visitors' interest in the Museum Huruf Jember is still low even though this museum has much uniqueness. According to the preliminary study conducted by the writer on April 2021, the number of visitors decreased significantly until half of the number of visitors came at regular times. This attraction only has one promotion medium on social media applications, namely Instagram. However, the promotional medium used cannot solve the problem. The Instagram account (@museumhuruf) only has 789 followers.

Seeing this condition, the writer discussed it with the Museum Huruf and suggested making a booklet because the owner said he did not have any booklet and needed it to promote his museum. The booklet would be made in a bilingual version, which is Indonesian and English, to attract the attention of local and foreign people. They can get more information about the Museum Huruf Jember, which makes them want to visit after seeing the booklet's contents. If the booklet has been completed, Museum Huruf Jember get media promotion of its tourist attractions to the public. This tourist spot can be better known through existing advertisements and spread to the whole people. After the booklet has been distributed from the Museum Huruf Jember, people interested in visiting this attraction.

1.2 Objective

The objective of this final project is making a booklet of The Museum Huruf Jember` to help the owner promote his tourist attraction.

1.3 Significances

Based on the objective above, the significances of this final project are:

- a. For the writer

This product can give a chance for the writer to apply English skills in writing the content of the final project and booklet, could improve her creativity, and could improve her translation skill by using bilingualism.

b. For the reader

The reader can get information about the tourist attraction that can be used as a reference Museum Huruf of Jember.

c. For the owner of Museum Huruf Jember

This product can help the owner as a media promotion to his tourism Museum Huruf Jember.

d. For Student of English Study Program

The students of English Study Program can use this report of the final project as a reference for the student who wanted to make a similar project of a booklet.