CHAPTER 1. INTRODUCTION

1.1 Background

Tourism sector is one of the sectors that have been heavily affected by Covid-19 pandemic. According to Pambudi, et al. (2020), the pandemic impact on tourism covers several aspects such as economy, employment, public services, job opportunities, processing industry, transportation, accommodation provision, ecosystems, and tourism industry chains worldwide. The Covid-19 pandemic has also changed the landscape of the tourism industry in Indonesia.

Based on the data from *Badan Pusat Statistik* (2020), the number of foreign tourists visiting Indonesia in January-June 2020 period was 3.09 million people, decreasing around 59.96% compared to the number of foreign tourists visiting Indonesia in the same period in 2019. The decrease occurred due to a decline in the number of visits due to the outbreak of Covid-19, which happened at the end of January 2020. Based on the data from The Ministry of Tourism and Creative Economy (2021), foreign tourist visits to Indonesia through all entry points in August 2020 totaled 164,970 visits. It experienced a decrease of -89.22% compared to August 2019, which amounted to 1,530,268 foreign tourist visits. Therefore, Indonesian tourism industry key players should immediately adapt the 'new normal' conditions to rise and survive. Innovations to make Indonesian tourism back to normal are urgently needed.

The Hybrid Ethnic Travel Mart (HETM) program is an idea to promote Indonesian tourism after the pandemic. It allows tourists to feel and gain experience and knowledge of ethnic diversity in Indonesia. Ethnic and cultural exoticism in Indonesia can attract tourists and strengthen the wisdom of ethnic culture in Indonesia. The idea of HETM uses the concepts of Augmented Reality (AR) and Virtual Reality (VR) with the help of social media Instagram, Twitter, Facebook, TikTok, and YouTube as supporting components for information dissemination.

The travel mart activity carries a system of sellers and buyers, in which sellers are organizers who offer ethnic tour packages, and buyers are tourists who will buy the offered tour packages. Buyers worldwide can access HETM activities without being present at the travel mart location. Tourists only need to access the "Indonesia Travel Mart" application. However, those who come directly to the place can feel the ambiance and find out how the life of the local community by following some of the series of activities.

The benefit of this activity is not only to revitalize the Indonesian tourism sector but also to add insights into Indonesian ethnicity and culture and learn about the history of ethnic groups in Indonesia. Furthermore, this futuristic idea from the HETM program has passed funding in a student creativity activity program organized by The Ministry of Education, Culture, Research, and Technology in 2022. The writer created a prototype booklet of this HETM program to support the realization of these activities.

Based on the explanation above, apart from using social media to disseminate information, the physical version of this HETM activity was designed as a booklet as a promotional tool so that everyone can more understand this activity while at the travel mart. According to Rahmatih (2018), a booklet provides comprehensive information as a print media that contains interesting texts, photos, or color images, and can reach a wider area because people can carry the booklet everywhere because of its small size.

1.2 Objective

This final project aims to describe a visionary and futuristic idea about the program of Hybrid Ethnic Travel Mart by making a booklet as a prototype.

1.3 Significances

Based on the objective above, hopefully, it can be helpful for the following parties:

1.3.1 For the Writer

The writer can apply her skills in developing and creating content, writing skills, and designing a booklet as prototype.

1.3.2 For the Government

The government will get ideas for the solutions to this problem, assisted by reasoning skills from the writer.

1.3.3 For the Readers

This idea can provide insights into creating innovations for readers regarding issues and solutions.

1.3.4 For the Students of the English Study Program

This final project can be a reference for the students of the English Study Program who will make a similar product with a different idea.