

# CHAPTER 1. INTRODUCTION

## 1.1 Background

Indonesia has a valuable natural landscapes due to its strategic geographical location which brings so many opportunities in all aspects that bring benefits, such richness of flora that discover and has potential for tourism (Ismail, 2021). One city in Indonesia that possesses uniqueness due to its strategic geographical location is Batu, East Java. It has been very famous for its tourism destination. It lies on the southern slopes of Mount Arjuno-Welirang. This location which is in the mountainous region makes tourism sector develops significantly by observing the numerous nature-themed tourist parks in Batu.

Batu has a lot of tourisms potential to be developed such as natural tourism, artificial tourism (man-made attraction) and local community based educational tourism. According to Sahara et al. (2016), Batu has naturally evolved into a city renowned for tourism and agriculture, thanks to its favorable natural conditions and abundant environmental resources. Therefore, Batu through the relevant agencies together with the private sector and the community continues to build tourist facilities and attractions in Batu with a very diverse range, ranging from nature tourism to cultural tourism. Nowadays, this city already has several tourism parks for instance Jawa Timur Park 1, Jawa Timur Park 2, Jawa Timur Park 3, Batu Love Garden, Angkut Museum, Batu Night Spectacular, Predator Fun Park, and Batu Flower Garden.

Batu Flower Garden is a natural tourism park that effectively utilizes the city's natural resources, showcasing the splendor of flowers and trees. Based on the information that the writer got from the internet, this place is unique because it combines the concept of photography and the concept of nature which is in form of flowers and trees. There are lots of objects that visitors can try and enjoy during their visit. The primary focus lies in engaging in activities closely related to photo hunting, as the majority of photospots are beautifully nestled within natural surroundings. Participants can explore breathtaking landscapes, capture

mesmerizing nature, and document stunning vistas, immersing themselves in a truly unforgettable experience.

The writer chose Batu Flower Garden among the parks in Batu because Batu Flower Garden itself has potentials to be developed. Based on the preliminary study had been conducted by the writer, he got further information about the current situation. Batu Flower Garden managed by PT Bersatu Fenzen Gemilang. Based on the interview with the Information and Marketing Department, Mr. Muhammad Nurul Umam, the writer got the information that this tourism object was established in December 2016. Batu Flower Garden stood by displaying something different from other parks at Batu City. Therefore, visitors able to spend time around the uniqueness with the concept of a combination of nature and photo spot that stands as an exemplary natural tourist destination, skillfully capitalizing on the city's abundant natural resources to highlight the breathtaking beauty of its diverse collection of flowers and trees.

From the first interview during the preliminary study that has been done, the writer also got the information that during pandemic situation, Batu Flower Garden still stands in the tourism world and still competes with other parks because Batu Flower Garden uses the potential of natural resources well. When Covid-19 pandemic reached its peak, many public sites included tourism parks were closed due to the spread of the virus. Then at the end of the year of 2021, these tourism places are reopen and ready to welcome the tourists. It also happened in Batu Flower Garden. It was reopen in December 2021. Mr. Muhammad Nurul Umam further informs that pandemic has really given a big impact on this park. The visitors decreased significantly till 70% before Covid-19 pandemic, the visitors during weekdays reached more or less 150 visitors a day, and for weekend it reached 1000 visitors. However, when it reopened in December 2021, during weekdays the visitors were just 40-80 visitors a day, and for weekend it reached 200-300 visitors. The manager believed that in the future, this Batu Flower Garden will be visited by many visitors like before.

In relation with promotional media, the manager informed that Batu Flower Garden has social media such as Instagram (@batuflowergarden.cobanraia), Facebook (Batu Flower Garden) and Youtube channel (Batu Flower Garden) and brochure. The Instagram account was updated in 24<sup>th</sup> April, the content of this Instagram is about the photo spots of visitors that will attract followers and the recent events of the park . The last update of Facebook was on the 12<sup>th</sup> of April 2020 and the content was about the activity of visitors during the visit and the scenery of nature that park provided . While in Youtube channel, the last uploaded video was 3 months ago. The total video uploaded was 78 videos. Those videos were the events of park that have held such as anniversary and trip of the staff. The recent brochure of Batu Flower Garden is about the information of the park such as the operational hour, ticket price list and photo spots which only limited to general information. From those social media, it is clear that the information was not updated. Furthermore, the owner wants to have another promotional media in the form of a bilingual printed promotional media to promote Batu Flower Garden. Hopefully in the future, the number of international tourists and domestic tourists will increase significantly as expected

Due to helping Batu Flower Garden rise again and hopefully spread among the western tourist and capable to compete with other parks, the writer will help the owner to make additional promotional media. He selected to make a bilingual booklet because it can provide complete information and attract the visitors both domestic and international tourist. Booklet is a communication tool that aims to convey promotions in the form of information about something that will be promoted in the form of print outs, so that readers as objects can understand and follow the message of the communication tool and the park would easily recognition by visitors (Amalia, 2015)

## **1.2 Objective**

The Objective of this final project is to make a bilingual promotional booklet in English and *Bahasa Indonesia* for Batu Flower Garden to gain more attention among the tourist.

### 1.3 Significances

Based on the objective above, hopefully, the report and the product of this final project can give advantages to the following parties:

a. For The Writer

This final project would help the writer to apply his skill that has been learned in English Study Program. He will apply his writing skill when making a script and utilize his translation ability in translating information about Batu Flower Garden.

b. For the Owner of Batu Flower Garden

Through this project, the owner of Batu Flower Garden will receive benefits because the parks have a bilingual booklet and able to assist domestic and foreign visitors to come to the park. It will help the owner promote, and introduce Batu Flower Garden

c. For the Reader

The product of this final project can help both international and local tourist to get detailed and complete information about Batu Flower Garden

d. For Students of English Study Program Student

This final project can be used as reference for other students of English Study Program who want to conduct the similar projects on making a bilingual promotional booklet.