

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelago country that stretches from Sabang to Merauke and from Miangas to Rote Island. Each region in Indonesia has its own uniqueness, including natural beauty, cultural uniqueness, and language diversity. Indonesia is a rich country with diverse nature, flora, fauna, and human creativity, which makes it a potential tourism destination. Indonesia offers many fascinating places to visit for both local and foreign tourists. There are various tourism sectors in Indonesia, such as nature tourism, shopping tourism, cultural tourism, and religious tourism. Tourism has been an asset for tourist exchange in Indonesia, contributing to the economy in the tourism sector, and one of the places in Indonesia that has tourism potential is Jember Regency.

Jember District is an area located on the eastern tip of Java Island. Geographically, this area is surrounded by mountains, giving it a bowl-like appearance on the map. The natural conditions offer stunning views of mountains, beaches, and plantations, making Jember Regency a great potential tourist destination (Masula, 2017). Jember district has 65 tourist destinations, including natural, cultural, and artificial attractions. Papuma Beach and Payangan Beach are two famous natural tourist spots in Jember Regency (Shafrida, Yanu, & Fianto, 2020). Jember is renowned for its natural attractions; however, it also offers interesting artificial tourism options that are equally interesting as nature tourism.

Government Regulation No. 50 of 2011 stated that the attraction of artificial products is classified as a special tourist attraction, representing artificial creations and human activities outside of natural and cultural tourism. One example of artificial tourism is a museum. Gischa (2020) stated that a museum is a building or place used to preserve historical heritage and to ensure that historical artifacts are cared for. In addition, according to Government Regulation No. 66 of 2015, museums have the function of protecting, developing, utilizing, and communicating collections. In Jember, there are six museums: Museum Tembakau, Museum Huruf Jember, Landhep Agung Gallery Museum, Letkol

Moch. Sruji Monument, Wisata Edukasi Pusat Penelitian Kopi Kakao Jember, and Gudang Benda Purbakala.

Museums have different types and purposes, including technology museums. A technology museum is a place that showcases science and technology, aiming to cultivate public curiosity about the world of science and technology in an engaging and enjoyable manner (Reni, 2023). Indonesia is currently experiencing rapid development in the field of communication technology, which has become a trend among individuals in this era (Danuri, 2019). In this context, there must be a medium that serves as a source of information about technology. Based on the explanation above, the writer has developed a prototype for the Jember Gadget Museum, which also categorized as technology museums. Its purpose is to provide information to the younger generation about the advancements in technology, specifically smartphones, laptops, and cameras.

The writer conducted a preliminary study to check the availability of a Gadget Museum containing gadgets such as smartphones, laptops, and cameras on the internet, but did not find any such museum mentioned in Indonesia. Additionally, the writer conducted a preliminary study using a questionnaire, and out of 50 respondents, 70% of them did not know the history of their gadgets from the beginning. Although it is easy to search for information about anything on the internet nowadays, most people still do not know the history of gadgets, smartphones, laptops, and cameras. They are unaware that the first generation of computers required significant space to operate, whereas today's computers are portable in the form of laptops, and the performance of the new generation is faster than the first generation. Based on the data explained above, the writer plans the prototype of the Jember Gadget Museum to serve as a medium for searching for information about technology, especially gadgets and laptops. Museums serve multiple functions for visitors, including recreation, knowledge acquisition, and as sources of information (Kemdikbud, 2020). This is because each museum visitor has different goals and interests. Some visitors simply have fun at the museum or want to know what the museum contains. Others visit to gather information and

collect data for research purposes, which is often performed by students or researchers.

A preliminary study conducted through internet research also identified five important factors that should be present in a museum. Firstly, responsiveness refers to the ability of museum staff to meet visitors' needs. Secondly, the tangible aspect carries various museum conditions, including general maintenance, cleanliness, the authenticity of the collection, the attractiveness of the surroundings, the availability of plant facilities, communication facilities (directions), and the museum's interior and exterior. Thirdly, effective communication ensures that information and history within the museum are well conveyed. Fourthly, consumables refer to additional services provided by museums, such as restaurants and souvenir shops. Lastly, empathy represents the care exhibited towards each visitor. A good museum should have these five important elements to provide a quality experience.

Based on the conditions explained, the writer designed a prototype for the Jember Gadget Museum in the form of a video. The video shows information about the museum's design, facilities, and functions. According to the *Kamus Besar Bahasa Indonesia* (KBBI), a video is a recording of motion pictures or television programs intended for broadcast through television sets. In other words, a video is a moving image display that is accompanied by sound. Additionally, Azhar Arsyad (2011) explained that videos consist of picture images projected frame by frame through a mechanical lens projector, resulting in a live image displayed on the screen. The writer plans to include English dubbing and Bahasa Indonesia subtitles in the video. By creating a video in English, the intention was to attract a broader audience and provide them with an overview of the Jember Gadget Museum prototype. Furthermore, the inclusion of Indonesian subtitles ensures that local audiences can also access the information provided in the video.

1.2 Objectives

This final project aims to make a video as a prototype of the writer's futuristic idea of Jember Gadget Museum using English with Bahasa Indonesia subtitle.

1.3 Significances

1.3.1 for the writer

The writer can apply his writing skill when making the script and his translation skill when translating the script from Bahasa Indonesia into English. He also can apply the pronunciation skill when dubbing the video and computer skills to edit the video and make the subtitle in Bahasa Indonesia.

1.3.2 for viewers

The video can help local and foreign viewers get information about Jember Gadget Museum as a museum innovation.

1.3.3 for Students of English Study Program

Students of the English Study Program can use this final project and its product as their references when making a project, especially in making a video as a prototype or as promotional media.