

CHAPTER 1. INTRODUCTION

This chapter discusses the introduction about this final project. In this chapter, the writer explains about the background of this final project, the objective of this final project, and several significances for some parties.

1.1 Background

Indonesia is the country that has been known for its diversity of tourism. One type of tourism in Indonesia is Agritourism. Agritourism is one kind of tourist destination which utilizes agricultural potential as a tourism object, either natural scenery agricultural areas or diversity of agricultural production activities (Palit et al., 2017). Agritourism activities can be beneficial for expanding knowledge about agriculture, recreation, and business relations in the agriculture field. As explained by Usman et al. (2012), which are included in agritourism are forestry and agricultural resources. In addition, agritourism is one of business in agricultural fields which exploit agricultural areas regularly arranged to become a tourist destination that has characteristics such as beauty, peace, and education. Agritourism is spreading in each region in Indonesia. One of the regions which has agritourism destinations in Indonesia is Jember.

Jember is one of the cities in East Java, Indonesia which covers 3.293,34 km² area. It is located 204.1 km from Surabaya which is the capital city of East Java province. In addition, Jember is adjacent to several regions in East Java Province, which are called as *Tapal Kuda* areas such as Banyuwangi in the east, Bondowoso in the north, and Lumajang in the west. Jember is also located in the east region of East Java Province, specifically between Argopuro Mountains and the Indian Ocean. With this strategic location, Jember has many potential agritourism which can be developed and as a place to enjoy agritourism. There are many prospective agricultures in Jember which are also used as agritourism because of their tourism potential. One of them is PPG (*Persemaian Permanen Garahan*) Sidomulyo Agritourism.

PPG Sidomulyo Agritourism is originally pines and durian plant nursery area. However, with the existing tourism potential in the area, the management had made this place become a tourism destination. PPG Sidomulyo is a new tourism destination that is included in agritourism. It is because this place offers natural scenery agricultural and several activities related to enjoy agritourism. In addition, natural conditions in the area are relatively unspoiled, so that it makes this place as a proper location to be visited in order to enjoy the fresh air and do several fun activities. PPG Sidomulyo Agritourism is located in Jl. Raya Banyuwangi – Jember Km. 30, Sidomulyo Village, Silo Sub-district, Jember. This place has a strategic location and is easy to access because this place is located on the side of the highway that connects two cities which are Jember and Banyuwangi.

The writer conducted a preliminary study by interviewing the manager of PPG Sidomulyo Agritourism. The name of the manager is Mr. DPP. He stated that PPG Sidomulyo Agritourism was opened on December 3, 2020 when New Normal regulation has been applied. On that day, when it was opened, the total average visitors ranged from 200 to 250 visitors including foreign tourists from Mexico and Australia. However, in 2021 until 2022 the number of visitors were fluctuating due to PPKM (*Pemberlakuan Pembatasan Kegiatan Masyarakat*) regulations applied. Therefore, nowadays the manager wants this tourism destination get many visitors and be known by people both local visitors and foreign tourists.

The writer got more information about social media which is owned by PPG Sidomulyo Agritourism. The manager gave information that PPG Sidomulyo Agritourism has social media such as Instagram account (@ppg.pinepinus), Facebook (Sidomulyo Pine Tourism), and WhatsApp (0813-3143-4318) as its promotional media. However, in its social media, it did not explain the detailed information of PPG Sidomulyo Agritourism. They only used social media to share the activities that had been done by visitors who came in PPG Sidomulyo Agritourism. Sometimes, they also reposted the contents tagged by visitors in their social media. Additionally, the Facebook account was not active effectively. Their last post on their Facebook account was October 2, 2021. Furthermore, the manager

informed to the writer that they need promotional media which contain detailed information about PPG Sidomulyo Agritourism to attract more and more local and foreign tourists visiting this place. Based on the situation above, the manager asked the writer to make additional promotional media in the form of a printed booklet and e-booklet to help PPG Sidomulyo Agritourism, so that more people will know about this place. According to Roza (2012) as cited in Ramadhani et al. (2021) booklet is an alternative way to deliver information effectively, efficiently, and provide interestingly appearance for the reader following the current development of information media. The form is simple and contains detailed and important information along with colors and images displayed. The booklet and e-booklet will be made in two languages (bilingualism), namely English for foreign tourists and Indonesian for local visitors.

1.2 Objective

The objective of this final project was to make a promotional media for PPG Sidomulyo in the form of a booklet in bilingual versions.

1.3 Significances

Based on the objective above, hopefully this final project can be useful for several parties :

1.3.1 For the writer

The writer can apply his writing skill, especially academic writing skills when writing the report, and also descriptive and persuasive text when writing the script of the booklet. Additionally, he can apply his translation skill when translating the script from Indonesian into English.

1.3.2 For PPG Sidomulyo Agritourism

The product of this final project can be a new promotional media in the form of a booklet with giving detail information about PPG Sidomulyo Agritourism to

the readers to attract many potential customers in order to come and visit this tourism destination.

1.3.3 For the customers

The booklet can help the customers and readers to get detailed information about PPG Sidomulyo Agritourism.

1.3.4 For Students of the English Study Program

The report and the product of this final project can be used as a reference for students of the English study program when doing the same final project, especially making a booklet as promotional media.