

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a series of activities involving humans traveling to a place or location with various purposes and is temporary. In addition, tourism is also one of the economic driving factors that need attention to increase economic income in an area. Along with developing the tourism sector in Indonesia, the Indonesian government began to develop a new tourism sector, namely tourist villages. This development aims to help improve the economy of rural areas that have the potential to become tourist attractions. According to Zakaria & Suprihardjo (2014), a tourism village is tourism village which is a rural area that has several unique characteristics to become a tourist destination.

Based on Ministry of Home Affairs, the number of villages in Indonesia spread from Sabang to Merauke is 81616 in 2022. With this number, Indonesia can create a tourism village by considering the geographical conditions, community economy, regional structure, and historical values, as well as the culture and society of the local area. In addition to adding tourism commodities, creating a tourism village aims to support economic growth with a new livelihood sector for the local community and increase awareness of villager that were previously unaffordable for development.

Kemiri Tourism Village is a tourism village developed by the local government. It is located in Jember Regency, East Java. Kemiri Tourism Village was built in early 2020 and was inaugurated on March 13th, 2020. It is managed by POKDARWIS (Kelompok Sadar Wisata) or Tourism Awareness Community. This tourism village combines nature with educational tourism that provides learning about products or businesses related to local wisdom. Educational tourism is a program where participants in tourism activities travel to a particular place in a group to get a learning experience directly related to the location visited (Rodger, 1998).

Educational tourism activities are the main activities offered by the Kemiri Tourism Village. These tourism education activities are related to MSME or Micro, Small, and Medium Enterprises that developed by local residents. Visitors who

come to the Kemiri Tourism Village can see and learn about the products produced by the Kemiri Tourism Village, such as bread, liquid smoke, homemade chips, and coffee. In addition, visitors can also try to become farmers by learning how to plant and harvest the rice that has been harvested from the rice fields provided by the Kemiri Tourism Village. Besides offered the educational tour packages, Kemiri Tourism Village also provides adventure-themed tour packages, which include mountain biking or trail biking, outbound, and touring to Tancak Waterfall. For all the tour packages offered, Kemiri Tourism Village provides guides for all the activities, so that visitors can be properly guided while carrying out the activities they choose.

To get more in-depth information about Kemiri Tourism Village, the writer finally did preliminary study with the manager of Kemiri Tourism Village. The results of the preliminary that have been carried out are that the promotional media used by Kemiri Tourism Village had only pamphlet, short videos and photos on the Instagram platform, as well as a website that was informed the writer that it has not been updated for four months. The managers of the Kemiri Tourism Village said they wanted to expand their marketing target, which previously only visited by local people of Jember to become wider visitors, domestic and foreign people. The manager needed to add promotional media for Kemiri Tourism Village to support its social media. Kemiri Tourism Village required printed promotion media that is more detailed in explaining the facilities, activities, products, and services provided by Kemiri Tourism Village. Therefore, booklets were chosen as a promotional media because they can disseminate information relatively quickly. Its physical form is like a brochure, easy to carry anywhere and complete information for executives to read more often. In addition, the booklet contains pictures and can entertain the audience when they open it. Visual media can help improve understanding related to visual sensations (Pralisaputri, 2016).

The manager of Kemiri Tourism Village explained that their previous pamphlet containing general information with an incomplete explanation about Kemiri Tourism Village, plus the previous pamphlet was only available in one language, it's Bahasa, so the aim of attract international tourists was a difficult.

Responding to the manager's needs, the writer made booklet and e-booklet for Kemiri Tourism Village. This printed promotion media contained more detail information about Kemiri Tourism Village so that tourists can find out more about Kemiri Tourism Village and become interested in visiting it. Printed booklets can be disseminated by Kemiri Tourism Village when visited schools in carrying out promotional activities, which are their monthly activities. Apart from that, the managers of Kemiri Tourism Village also often participated in special events related to the products they produce, so the distribution of printed booklets can also be done when participating in these special events, for example coffee workshop and flower exhibition.

As for e-booklet, ready-made booklet are not only printed but also made in electronic form so that tourists who live far away can still get clear and detailed information about Kemiri Tourism Village. This e-booklet can be embedded in the bio column in media accounts on Kemiri Tourism Village's social media so tourists can easily access it. The booklet written in two languages, English and Bahasa, so this promotional media hopefully can reach not only local tourist but also tourists from outside Indonesia.

1.2 Objectives

The objective of this final project is to make a promotional booklet of Kemiri Village that could be used to help Kemiri Village promotes their tourist destination.

1.3 Significances

Based on the objective above, the report and the products of this final project are expected to be useful for some of the parties.

1.3.1 For the writer

The writer can applied what has been learned in the English Study Program such as writing skills, translation skills, editing and designing skills

1.3.2 For the readers and visitors of Kemiri Tourism Village

Readers and visitors can find out more about Kemiri Tourism Village further such as activities that can be done in Kemiri Tourism Village and other

important information.

1.3.3 For the owner of Kemiri Tourism Village

The product of this final project can be used as a promotional media for Kemiri Village to attract tourists from both domestic and international.

1.3.4 For the English study program

The product will be useful for the English Study Program because it can be a reference for other students who want to make booklets as promotional media.