

# CHAPTER 1. INTRODUCTION

## 1.1 Background

Indonesia is a beautiful country located in Southeast Asia. According to Cribb and Ford (2009), Indonesia is the largest archipelagic country in the world which has more than 17,000 islands and is inhabited by many ethnicities. In addition, Asfina and Ovilia (2016) stated that Indonesia is considered as one of the wealthiest countries by its diverse cultural heritage and natural wealth because every region from Sabang to Merauke has a different culture. Indonesia is also known as the "Emerald of the Equator" because of its beautiful and exotic nature. The Tropical climate in Indonesia makes the soil fertile and rich in natural resources. This rich cultural heritage and exotic nature makes the tourism sector in Indonesia developed. This is very beneficial for the tourism sector which is also one of the fastest-growing sectors in Indonesia. This also allows each region in Indonesia to develop its own unique culture and tourism sector without imitating other regions' cultures. One of the areas that is very intensively developing its tourism sector is Trenggalek.

Trenggalek is one of the cities located in East Java and has many tourism potential. Based on Widyaswara (2018), there are two types of tourism that is very potential in Trenggalek, they are natural tourism and cultural tourism. Natural tourism in Trenggalek is very potential because it is supported by the geographical conditions of Trenggalek which has many beaches and mountains, such as Prigi Beach, Cengkong Mangrove Forest, Banyon Hill, and Jaaz City Forest. Then, for the cultural tourism in Trenggalek such as Larung Sembonyo Ceremony, Nyadran Ceremony, and Turonggo Yakso Dance. However, besides these two types of tourism, Trenggalek is also starting to develop other types of tourism like educational tourism.

According to Smith and Jenner (1997) educational tourism is a new cultural trend that combines tourism and education, so these tourist attractions also have

learning value. There are several educational tourism in Trenggalek such as Agropark and PHD Nusantara. Agropark focuses on agricultural and animal husbandry education, while PHD Nusantara focuses more on cultural education.

PHD (*Peternakan Hijau Daun*) Nusantara is located in Malasan Village, Durenan, Trenggalek, and not far from the main road, so the access is relatively easy to find. Based on the preliminary study that was conducted by interviewing the owner of PHD Nusantara, this place was formerly a sheep and goat farm that used agricultural and plantation products from local residents as feed ingredients for the goat and sheep. The owner of PHD Nusantara bought garden and agricultural products from local residents who were experiencing economic difficulties due to the impact of the Covid-19 pandemic. After Covid-19 subsided, the owner of PHD Nusantara then changed this place into a cultural educational tourist spot, hoping that this place could employ more workers and become new tourist attraction with learning value.

The writer also obtained more information about this place, PHD Nusantara was officially opened on February 28, 2022 and focuses on educational tourism, art and culture especially by combining Javanese and Balinese cultures. These two cultures were chosen because they come from two areas that are quite well-known among local and foreign tourists, that are Bali Island and Java Island. The nuances of Balinese culture could be felt by the visitors directly when they enter PHD Nusantara area because there are many statues and decorations in Hinduism, such as the Statue of Goddess Saraswati, and God Ganesha, as well as decorations such as *Poleng* Cloth (Balinese original cloth with a checkered pattern that has black and white colors as a symbol of balances) and *Penjor* which is a bamboo stick decorated with young coconut leaves that are specially shaped to symbolize a mountain which is considered sacred and used during the *Galungan* ceremony. Then the nuances of Javanese culture can be seen from the two *Pendopo*. There are *Pendopo Alit* and *Pendopo Ageng* which are pavilions building that is shaped like typical Javanese pavilion. There are also ornaments on wood which are carved by craftsmen from Jepara, Central of Java. The visitors can learn and know about the culture and

ornament of Bali and Java by seeing the environment of PHD Nusantara. Moreover, PHD Nusantara also provide educational packages that also can be used as learning medium. But for this packages, visitors must booked it beforehand so the staff can prepare the facilities and services before they came to PHD Nusantara. The visitors can also do other activities because PHD Nusantara provide facilities such as a swimming pool, playground, cafe, and restaurant.

The writer also asked about the target market of PHD Nusantara, which attracts more local visitors, especially kindergarten students, elementary school students, families, teenagers, as well as office employees around the area because PHD Nusantara also has facilities that are suitable for gathering events such as school reunion, graduation, and semi-formal meeting. In addition, the writer also asked about the promotional medium carried out by PHD Nusantara, that until the preliminary study was carried out, PHD Nusantara only had several promotional medium in the form of brochures, billboards, and an Instagram official account (@phd\_edufarm). The official Instagram owned by PHD Nusantara only contains photos and reels video, mostly uploaded by visitors who come there, so it cannot show the existing facilities nor includes a complete and latest description of PHD Nusantara itself. The owner hopes that PHD Nusantara will be visited by people from outside Trenggalek area and overseas. Because several times, there were some foreign tourist came to PHD Nusantara, but at that time PHD Nusantara only had promotional medium that made in Bahasa Indonesia only, so it was pretty difficult for the foreign tourist to understand what is PHD Nusantara, and what kind of services or product that this place provide. Because of this, the owner hopes that PHD Nusantara can have an new promotional medium that contained with detailed and latest information about PHD Nusantara and use two languages to attract visitors from wider areas and give overview about PHD Nusantara.

After the preliminary study was conducted, the owner asked the writer whether she could make a booklet as a promotional medium that could include descriptions and details in PHD Nusantara by using two languages. So, not only the local visitors will know about PHD Nusantara and come to PHD Nusantara, but also visitors from

overseas. And based on the wishes of the owner of PHD Nusantara, a booklet about PHD Nusantara has been made in two languages, *Bahasa Indonesia* and English, which is expected to provide more detailed and latest information to attract local and foreign visitors. Then, as an additional promotional alternative, the booklet would be made in the form of an e-booklet too. The staff of PHD Nusantara would upload the e-booklet on PHD Nusantara social media accounts, while the printed booklet would be distributed during an international tourism events in Trenggalek, such as Larung Sembonyo Ceremony, Larung Sirah Mahesa Ceremony, and Longkangan Traditional Ceremony. In addition, the printed booklet also distributed to several tour agents that has a network with public and international school, especially in East Java.

## **1.2 Objective**

The objective for this final project is to made a booklet as promotional medium of PHD Nusantara Trenggalek with bilingual version in order to provide information and attract local and foreign tourists to visit PHD Nusantara.

## **1.3 Significances**

Based on the objective above, the report and the product of this final project are expected to be useful for the following parties:

### **1.3.1 The Writer**

This project can help the writer to develop her English writing, text translating, promotional booklet design, and editing photos skills.

### **1.3.2 The Owner of PHD Nusantara**

The owner can use the product of this final project as a new promotional medium that provides detailed and latest information about PHD Nusantara with a bilingual version that is expected to help attract local visitors from outside Trenggalek area and visitors from overseas to visit PHD Nusantara.

### **1.3.3 The Visitors of PHD Nusantara**

This booklet can provide detailed and latest information about PHD Nusantara to local visitors and foreign visitors.

#### 1.3.4 The Students of English Study Program

The report and the product of this final project can be used as references material for students from English Study Program, especially if their final project has a similiar topic to this final project. So, they can know the procedures for making the product as well as writing the report.