

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is one of the regencies in East Java, Indonesia, that has various tourism attractions. Based on the data from the tourism booklet of Tourism and Culture Department of Jember Regency (2023), the tourism attractions in Jember consist of natural tourism, artificial tourism, educational tourism, and special-interest tourism that attract tourists to visit Jember. Jember also holds various tourism events, the most popular one is Jember Fashion Carnaval (JFC). Since Jember Fashion Carnaval (JFC) has made Jember and Indonesia famous around the world, it contributes to the growth of tourism in Jember. There are not only domestic tourists but also foreign tourists visit Jember to watch this carnival every year (Susanti, 2020). Arif Tjahyono, the former Head of Tourism and Culture Department of Jember Regency (2017-2022), also stated that the highest number of visits by tourists in Jember occurred during the JFC event, which was held annually. It was because many foreign tourists had planned their visits to Jember far in advance during that momentous occasion. (Hazliansyah, 2017). Considering the Jember tourism potentials, and the great impact of JFC, Jember government, through the Tourism and Culture Department of Jember Regency, needs promotional media to promote the Jember tourism to the public.

The promotional media is a tool to promote a product or place in order to attract people. Digital media and printed media are the two kinds of promotional media. Digital promotional media can be found on pop-up advertising, websites, or even social media. Printed promotional media can be found in newspapers, billboards, banners, flyers, magazines, and booklet (Jessica, 2022). Based on the preliminary study that the writer did by conducting an interview with a staff of the Tourism and Culture Department of Jember Regency, digital and printed media are both used as forms of tourism promotion.

The digital promotional media used are the official website and social media (Instagram, Facebook, Twitter, and YouTube). The official website of the Tourism and Culture Department of Jember Regency, *jembertourism.com*,

provides detailed information about Jember tourism, including tourist sites, eateries, hotels, a souvenir center, and the department's contact information. Promotions for tourism destinations and information about Jember events are posted on the social media accounts.

Meanwhile the printed promotional media used are a tourism map and a tourism booklet. The tourism map shows the route and location of tourist attractions in Jember. The tourism map is only available at the Jember Tourism and Culture Department's office. The tourism booklet includes photographs, descriptions, facilities, activities, and addresses of the tourist destinations. The purpose of the tourism booklet is to inform tourists about the various tourist attractions in Jember and persuade them to visit. During the interview, a staff stated that the Tourism and Culture Department of Jember Regency had designed the most recent version of the tourism booklet and published it in February 2023. However, the tourism booklet was written in *Bahasa Indonesia*. This means that only Indonesian tourists will be able to read and understand the contents of tourism booklet.

Translation is the process of transferring the meaning or message of the source language into the target language. Nugroho et al. (2017) mentioned that translation in the tourism industry is important to improve a country's tourism quality. One indicator of good tourism quality is the availability of information, not only for domestic tourists but also for foreigners. One of the foreign languages that is used as a reference in bilingual information media is English, the international language. Bilingual media promotion in the tourism industry can increase foreign tourists' satisfaction with the availability of information.

Considering the importance of bilingual media promotion in the tourism industry and the results of the interview, it can be concluded that an English-translated version of the tourism booklet is necessary for international tourists who visit Jember. In that case, the writer translated the tourism booklet into English, in order to help tourists from other countries understand the information about Jember tourism destinations and to attract them to visit. The original tourism booklet is available in the Jember Tourism and Culture Department's

office that is located in MH. Thamrin Street, Ajung Kulon, Ajung Sub-district, Jember Regency. It is also available in the Tourism Information Center (TIC) that is located in Arjasa Sub-district. In addition, the Tourism and Culture Department of Jember Regency will also distribute the original tourism booklet alongside with the English version to Notohadinegoro Airport, Jember hotels, and any events held in Jember or outside Jember that could reach tourists.

1.2 Objective

The objective of this final project is to translate the Tourism and Culture Department of Jember Regency's tourism booklet from Indonesian into English, which will help foreign tourists understand the content of the tourism booklet.

1.3 Significances

This final project is expected to give benefits to the following parties:

1.3.1 for the writer

While working on this final project, the writer can improve the translation, analytical, and writing skills that the writer developed while studying at the English Study Program. Besides that, since the writer is not a Jember local people, she gained knowledge of Jember tourism from translating the tourism booklet.

1.3.2 for the readers

Readers, particularly foreign tourists, can learn and get informed about Jember's tourism attractions, which will help them to explore it.

1.3.3 for the Tourism and Culture Department of Jember Regency

English-translated version of the tourism booklet can be used to promote tourism attractions of Jember Regency, especially to the international tourist.

1.3.4 for students of English Study Program

Students in the English Study Program at Politeknik Negeri Jember who will produce similar final project can use this report as their reference.