

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is an industry that is always developing in the world (Zusammenarbeit, 2018). For a long time, tourism in developing countries has become part of the necessities of life. Likewise, Indonesia has various tourism potentials ranging from natural tourism, man-made tourism, religious tourism, art and cultural tourism and others. Even though it already has various kinds of tourist objects, tourism must rely on the uniqueness, distinctiveness and locality of each region, especially on arts and cultural attractions. This tourist attraction needs to highlight the characteristics of each region because it will indirectly introduce the original culture of an area to visitors.

One of the art and cultural attractions in Indonesia is located in Jember regency. It is called Jember Ketuts Art Gallery. Jember Ketuts Art Gallery is the only art gallery in Jember that opens permanent art exhibitions along with various workshops and can be attended by the general public.

The writer conducted the preliminary study in order to get more information about this place by visiting and interviewing the Gallery manager. The writer obtained more information about the Jember Ketuts Art Gallery. The manager said that this Ketuts Gallery only has an Instagram account (@galeriketutsjember) with 403 followers as a promotional medium. This Instagram was just created on March 3, 2022. The content presented is still only related to the content of the opening activity, which was just held on August 6, 2022, and various kinds of workshops that were held in this gallery. The manager said that he needed promotional media that could access retrieval information and had no restrictions on the material for its promotion and could be used for the long term.

The manager also informed that this gallery opened in 2008, but it was only a gallery that displayed the artwork of the gallery owner, the late Mr. Ketuts. In 2022 this gallery changed its concept to become an exhibition gallery so that many people do not know about the latest information of this gallery. Therefore, the manager of the Jember Ketuts Art Gallery asked the writer to create a Bilingual

Website as a promotional media so that it could improve the reach of promotion of the Jember Ketuts Art Gallery and help local and international visitors to find information about the Jember Ketuts Art Gallery easily. The website will be made in a bilingual (English- Bahasa Indonesia) because the owner's goal is to introduce this Jember Ketuts Art Gallery to international customers.

Based on these conditions, the manager asked the writer to make promotional media in the form of a website about the Jember Ketuts Art Gallery. As stated by Penda (2018), Websites are more accessible to people in different regions just by using the internet. One of them in terms of product marketing a business, the website can be a means of promoting, marketing, and conveying effective information to the community. Therefore, the website can attract your audience and potential guests by providing a clear picture such as simple explanations and clear photo spots and can be a medium for submitting a work that you want to display in this painting gallery.

1.2. Objective

This final project has been made to have a bilingual website as a promotional medium for the Jember Ketuts Art Gallery.

1.3. Significances

Based on the objective above, the significances of this final project are:

1.3.1 For the writer

The writer can apply her writing skill when making a content and apply computer operating skill when operating the system of the website. The writer is also able to apply her media development ability when designing graphics and can also improve the editing skills by layouting the picture in the content of website that were previously taught in the content creation course

1.3.2 For Jember Ketuts Art Gallery

This website can be used as a medium of promotion to promote Jember Ketuts Art Gallery and can attract more people to come because this website is accessible to all internet users.

1.3.3 For Customers

This final project product helps viewers get the details they need about Jember Ketuts Art Gallery such as the history of the Jember Ketuts Art Gallery, the collection of paintings in the Jember Ketuts Art Gallery, the process of making the paintings, the price of the paintings, the awards that have been obtained and the workshops that have been carried out, and information about contact persons, social media, and locations.

1.3.4 For students of the English Study Program

This project can serve as a reference for English degree students who will undertake similar projects, especially the production of promotional website project.