

CHAPTER 1 INTRODUCTION

1.1 Background

Tourism is a potential industry sector in Indonesia. Based on the Ministry of Tourism and Creative Economy of the Republic of Indonesia official website, Indonesia (2022), foreign tourists visiting Indonesia in August 2022 were about 510,246 visits compared to August 2021 which were only 1,770 visits. This shows that, tourism industry in Indonesia is developing rapidly. This is because Indonesia has many types of tourism resources that can be found in all provinces. One of the provinces that has a diverse resource is East Java. The natural resources in this province stretch out to many regions with its characteristics and uniqueness.

One of the regions in East Java that has a huge tourism potential to be developed is Jember Regency. According to Jember Regency's official website, Jember (www.jemberkab.go.id) (2020) this regency is located between Argopuro Mountains and the Indian Ocean. This regency has an area of 3,293.34 km² with fertile land and is surrounded by mountains that extend along the western and eastern of the area. With this strategic location, Jember has many tourism potencies which can be developed.

In Jember Regency, there are various tourism resources, according to the Tourism Department of Jember Regency (<https://jembertourism.jemberkab.go.id/>) (2022) namely nature tourism, expenditure tourism, educational tourism, and religious tourism. Regarding with educational tourism, this type of tourism offers many types of attractions, such as tourism villages. There are three tourist villages in Jember, those are Kemiri Tourism Village, Sidomulyo Tourism Village, and Durian Tourism Village. One of the tourism villages that recently went viral is Kemiri Tourism Village. This tourist destination is viral because it was inaugurated during the pandemic situation when there were many people bored with restrictions on activities outside the home. Furthermore, the Kemiri Tourism Village offers a tourist attraction with fresh air and can be a stress release for the people at that time.

The Kemiri Tourism Village destination has a lot of potential to be developed. This tourism village is located in Delima, Kemiri Village, Panti Sub-district, Jember Regency, and East Java. This is relatively a new tourism location which has a huge potential to be a famous tourism destination in Jember. Kemiri tourism village is one of the villages that provides several types of tourism for instance agritourism, educational tourism, adventure tourism, and culinary tourism.

To get more information about this place, the writer conducted a preliminary study by visiting the place and interviewing the manager. The manager explained that this village has not maximized the use of technology in promoting its tourist attractions. Actually, the Kemiri Tourism Village has several promotional media in form of Instagram (@wisatakemiri), Youtube (desa wisata kemiri), Facebook (desa wisata kemiri), and website (wisatakemiri.com).

The conditions of each social media are different. In their Instagram account, the Kemiri Tourism Village is quite active in sharing their activities through Instagram feeds and stories. They also put some information such as contact, testimonies, location, and activities in the Instagram account. On YouTube, they posted several videos related to the Kemiri Tourism Village. However, their last post was seven months ago. The last video they posted was their village profile. On Facebook, the Kemiri Tourism Village account is sharing many of the visitor's pictures and the available activities. Nevertheless, their last update was in December 2021. The website of Kemiri Tourism Village cannot be accessed. The website is no longer available on the internet because the domain is no longer active. Besides, the information on the website has not been updated for a long time. Based on this problem, the manager asked the writer to make promotional media in the form of a website to reach a wider range of visitors

Based on this problem, the manager asked the writer to make promotional media in the form of a website to reach a wider range of visitors. The manager added that this village needs promotional media that contain detailed information about Kemiri Tourism Village. The website used the (.com) domain to reach wider audiences.

The use of a website in promoting a new tourism destination is considered effective and useful. On the website, the manager also asked the writer to use bilingualism to reach international tourists, since there was an international tourist ever visited the Kemiri Tourism Village. Later, the link to the website will be put on the Kemiri Tourism Village official social media account bio, so that people can access it easily. The website will help the tourist to get detailed information about Kemiri Tourism Village, such as location, facilities, destinations, etc. This website purposely provides more information about Kemiri Tourism Village so that, it can be well known by new tourists and will get many new visitors.

1.2 Objective

The objective of this final project was to make a website as a promotional media for the Kemiri Tourism Village.

1.3 Significances

Based on the objective above, the significances are:

1.3.1 For the writer

In making this final project, the writer was able to apply her English skill especially in making a script. The writer could also apply skill such as writing the content and translation. Additionally, the writer was also able to upgrade her skill in operating computer software especially for making website.

1.3.2 For the tourist

The website can help the tourist to know more about the Kemiri Tourism Village and get definite information about Kemiri Tourism Village. 1.3.3 For the Kemiri Tourism Village.

Through this website, the manager can have a proper promotional media in form of website to promote attract tourist to come at Kemiri Tourism Village.

1.3.4 For the students of English Study Program

This final project can be used as a reference material for student from English Study Program who are going to conduct the final project of the same product that is a promotional website.