

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a collection of activities which delivers a travel experience such as transportation, accommodation, food, entertainment business and others (The Law number 10 of 2009 about Tourism). According to Singh (2011), Tourism has many kinds like a cultural tourism, adventure tourism, historical tourism, and health tourism. Cultural tourism means some people are interested to know how other people or communities stay, survive and prosper. Adventure tourism is a trend among the youth to take adventure tour. They go for trekking, rock climbing, river rafting etc. they organize campfire and stay under the blue sky. Historical tourism was the people who are interested to know how our fore fathers lived and administered in a particular area. They visit heritage locations, temples, churches, museums, forts, etc. Health tourism is done to visit nature cure centers and hospitals providing specialist treatment.

The island of Java has many tourism and cultures. One of which is Lumajang. Lumajang has a lot tourism and culture to attract local and international tourists. Lumajang is located southern areas from East Java Province. Lumajang shares its borders with Probolinggo Regency in the north, Jember Regency in the east, South Beach in the south, and Malang Regency in the west. Lumajang is known as Banana City. Lumajang also has some events such as Piodalan in Pura Mandaragiri Semeru Agung, Jaran Kencak, Sewu Rampak Barong, Loemadjang Mbiyen, Exotic Godril, Balos Night Carnival dan Unan Unan in Argosari.

Piodalan in Mandaragiri Semeru Agung Temple is the ceremony happens every 5 years or Tawur Labuh Gentuh, which is visited by Hindus in Southeast Asia to remind people, did not to forget who they are. Jaran Kencak is one of typical arts from Lumajang Regency that has become an icon of cultural art in Lumajang. Cultural art of Jaran Kencak has certification of WBTB (Warisan Budaya Tak benda). These activities are performed by the horses dancing to the

tune of the song and the horses are decorated so beautifully for the audience. Sewu Rampak Barong is activity of dance thriving in Kunir District, Lumajang Regency. This national event is often featured at Lumajang Regency. The activity features cultural element people of Kunir and combined with bamboo instruments. Loemadjang Mbiyen is aimed at promoting the tourism potentials of Lumajang in a unique way. The tourism potential show begins with natural and artificial tourism, creative, economy, history, and local wisdom. Exotic Godril is Godril dance with many dancers perform together (Milineal Generation of Lumajang). The activity is done to introduce the Godril dance as local culture and wisdom in Lumajang. Godril Dance of Lumajang tells about human society. Men and women do this dance tenderly. Batik Lumajang On The Street or Balos is the promotion activity of Batik Lumajang presented by epic. It is combination of fashion show concept and culture of Lumajang. The event could attract local and international tourists. Unan unan in Argosari is the activity was held every 5 years of Tengger society, whether in Lumajang, Probolinggo, Pasuruan or Malang.

To gather futher information about events in Lumajang, the writer conducted a preliminary study by doing interview. Based on interview with a marketing staff of Lumajang Tourism and Culture Department, the event in Lumajang requires more promotions that can increase visitors and foreign tourist to come to this place. The writer did interview by asking some questions related to promotion activities in Lumajang. She said that promoting the events by social media booklet as promotional media for Culture and Tourism in Lumajang to attract domestic and foreign visitors to visit Lumajang. Tourism promotion can be done through promotional media to give information about tourism products or objects to the public.

One of the examples of promotional media is booklet. The booklet contains writing text and pictures that can attract the reader's interest. The writer chose a booklet because it is easier to design texts and pictures then make the readers understand the content of product. The marketing staff gave a good response when the writer asked about events in Lumajang. The marketing staff also said that booklet contains detailed including about the events. Besides, the visitors can get

more information about the events. According to Putra (2016), booklet is a media of information aimed at conveying a message to the community in the form of prints, which aims to allow people to understand and obey the messages contained in the booklet. The booklet of my final project describes events in Lumajang including Piodalan di Pura Mandaragiri Semeru Agung, Jaran Kencak, Sewu Rampak Barong, Loemadjang Mbiyen, Exotic Godril, Balos Night Carnival dan Unan Unan di Argosari. The content of booklet is full of pictures and texts which hopefully make the readers interested. It is in billingual version, Bahasa Indonesia and English.

1.2 Objectives

The objectives of this final project was to make a booklet of Tourism and Culture in Lumajang.

1.3 Significances

Based on objective above, hopefully this final project can give benefits to the following parties :

1.3.1 For the writer

The final project can be a means for the writer to apply and improve her skills in writing and translation by composing the concept.

1.3.2 For the readers

The readers can get information about cultural events in Lumajang and interested to see the events.

1.3.3 For Department of Tourism and Culture of Lumajang.

The product of this final project can be used to help Department of Tourism and Culture of Lumajang to provide complete information about cultural events for foreign and domestic tourists. There are some kinds of tourism in Lumajang such as cultural tourism, adventure tourism, historical tourism, and health tourism.

1.3.4 For the students of English Department

The report and product of this final project can be used as references for students of English Study Program Politeknik Negeri Jember who want to conduct similar final project, especially in making a booklet.