CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has abundant assets in the tourism industry. With its second-longest coastline in the world, which is about 95,181 km, 17.508 islands, and very gorgeous mountains that stretch from Sabang to Merauke (Putra& Anis, 2022), many domestic and foreign travelers are attracted visit Indonesia. The average growth of foreign tourists traveling to Indonesia in 2014-2018 reached 14% annually (Kia, 2021). Munanda & Amar (2019) stated that the number of foreign tourist visits is an indicator used in measuring the achievement of the tourism industry. In addition, local tourists also make a large contribution. Based on data from the Ministry of Tourism in 2014, the number of local tourists was 251.2 million, with a total expenditure of IDR 213.9 trillion. According to Wisata (2018), the tourism industry currently accounts for 64% of global GDP (Gross Domestic Product). Thus, tourism has become a fast-growing industry and a major source of income for many developing countries, including Indonesia. Furthermore, social and cultural sectors are also related to the tourism industry. Tourism involves interactions between people who also bring their respective cultures, so this will affect the development of cultural patterns and social interactions. To support its tourism, Indonesia has established a variety of tourism industries, including ecotourism.

Since the 1980s, ecotourism has increasingly entered the world of tourism (Kayumovich, 2021). Ecotourism is a type of natural and cultural tourism. The development of ecotourism is based on awareness of every environmental condition that is oriented towards conservation and concern for local culture. Thus, the characteristics of ecotourism consist of a combination of conservation, the environment, and local culture (Satrya et al., 2019). Ecotourism destinations are generally located and scattered in remote areas. In addition, ecotourism is a popular way of conserving economic development in each region. On the other hand, local communities also get positive impacts from ecotourism, such as

increasing knowledge about ecotourism, preserving local culture, helping to maintain ecotourism areas, and helping to promote the advantages of ecotourism in the area to local communities and tourists. Jember is one region that has ecotourism.

Jember Regency has great potential to become a tourist destination because the area of Jember reaches 3,293.34 km^2 and has many tourist destinations. Since the government created a village or sub-district development model based on tourism, culture, and creative economy around 2017, each village or sub-district is supported to start identifying its potential tourist attractions (Purnomo & Tulus, 2023). The development strategy of tourism destinations in Jember Regency is directed at nature-based or natural resource tourism. Almost all sub-districts in Jember Regency have nature-based tourism objects.

Panti sub-district is one area with a popular ecotourism in Jember.The ecotourism is called Kampung Durian Panti. Kampung Durian Panti is a new tourist attraction that was established in March 2019 and is located in Pakis Village. The writer found its information from both interview and the internet. According to Handayani et al. (2022), this tourism is located in *Perhutani* (State-owned Forestry Company) area, precisely on the southern slopes of Mount Argopuro. The *Perhutani* area is managed by LMDH (*Lembaga Masyarakat Desa Hutan*). Meanwhile, Kampung Durian Panti tourism is managed by KUPS (*Kelompok Usaha Perhutanan Sosial*). As the name implies, this tourism is famous for the abundance and quality of its durian. The fruit is harvested directly from local farmers and most importantly, always fresh. In addition, Kampung Durian Panti provides interesting activities and facilities that visitors can enjoy. These include camping, swimming, flying fox, and enjoying the view.

The writer conducted two interviews with the manager of Kampung Durian Panti for a preliminary study to obtain accurate information. The manager mentioned that the purpose of establishing Kampung Durian Panti is to improve the economy of the local residents and maximize the use of existing nature. Visitors can enjoy Kampung Durian Panti tourism for free because there is no entrance ticket fee. However, they only needed to pay for parking starting from

IDR 3,000 to IDR 10,000. The number of local visitors is around 300 every single day, but it is more crowded on weekends. In addition, Kampung Durian Panti only used social media, such as Instagram (@kampungdurianpanti), TikTok (@kampungdurianpanti), and WhatsApp (0858-5160-3963) as its promotional media. Unfortunately, there is no systematic and detailed information on Instagram and TikTok of Kampung Durian Panti. The Instagram posts and highlights only post photos and videos related to facilities and activities in Kampung Durian Panti. In addition, they are mostly visitors' videos and photos repost. In addition, in the Instagram highlight section, there is information related to the price list of Kampung Durian Panti facilities. However, the information given is less complete. For example, there is no information related to the size and the capacity of the tent. The arrangement of the Instagram posts and highlights is also still random, so visitors need to be more careful in finding information on Instagram of Kampung Durian Panti. Then, the information on TikTok is almost the same as on Instagram. The information is only in the form of cinematic videos with additional songs and a little information in the caption section. Thus, there is no detailed information about activities, facilities, and price lists on TikTok of Kampung Durian Panti. Then, the WhatsApp account is only used as a communication media. Based on the reasons, the tourism manager of Kampung Durian Panti needed another promotional medium that can provide systematic and detailed information and attract many visitors to Kampung Durian Panti tourism.

The writer also obtained information from the manager related to the specific need of the promotional media. He mentioned that he needed a printed and e-booklet to complete his promotional media. The manager wanted to increase the number of local visitors and to expand the market for foreign visitors. He also expected that promotional media can help visitors to find out detailed information about Kampung Durian Panti tourism. Therefore, the booklet was made in two languages (bilingual), namely English for foreign tourists and Indonesian for local visitors. The electronic booklet was uploaded on the Instagram account of Kampung Durian Panti. Meanwhile, the printed version was

used as a promotional medium for walk-in visitors in Kampung Durian Panti and was brought when the manager attends exhibitions.

The printed and e-booklet is crucial for promotion. The existence of printed and electronic media plays an important role in promoting regional tourism to foreign countries (Agustiningrum & Rahmawati, 2019). In addition, Rahmatih et al. (2018) stated that booklets can reach the market's appropriate direct target. Thus, the making of the booklet was in line with the need of Kampung Durian Panti.

1.2 Objective

The objective of this final project is to make a promotional medium for Kampung Durian Panti in the form of a printed and electronic booklet in bilingual version.

1.3 Significances

Based on the objective above, hopefully this final project can be useful for several parties.

1.3.1 For The Writer

The writer can apply her writing and translating skills that have been learned in the English Study Program, such as writing the content of the booklet and translating it from Indonesian into English.

1.3.2 For Kampung Durian Panti

The product of this final project can be a new promotional medium in the form of a printed and electronic booklet that can provide detailed information about Kampung Durian Panti.

1.3.3 For Customers and Readers

The booklet can help the customers and readers to get detailed information about Kampung Durian Panti.

1.3.4 For Students of the English Study Program

The report and the product of this final project can be used as a reference for students of the English Study Program when conducting similar final projects, especially making a booklet as promotional medium.