

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is the largest island nation located on the equator. Its marine waters cover 5.8 million km² (Buditiawan, 2020). Adriyanto (2015) stated that Indonesia has a rich natural diversity with natural assets, sites with historical and world heritage value, and diverse cultures. It makes Indonesia has the best tourism potential in the world. Indonesia also has several types of tourism, which are natural tourism, cultural tourism, adventure tourism, and religious tourism.

Tourism is a trip made from one place to another place to enjoy the trip to fulfill various desires. One of the things related to tourism is tourism objects. A tourist attraction is a place built and developed in the hope that it has an attraction for tourists to visit (Febriantini, 2012). Tourist objects can be in the form of natural tourism and artificial tourism. Natural tourism includes mountains, lakes, rivers, and beaches. Meanwhile, artificial tourism includes museums, forts, and historical heritage sites (Pangestu, 2015). One of the place that has a lot of tourism in Indonesia is Bondowoso, East Java.

Atmanegara, et.al (2019) stated that Bondowoso has an area of 1,560 km². Bondowoso has many interesting destinations to visit, including natural destinations of mountains and waterfalls. Some of the tourist destinations in Bondowoso are Kawah Ijen, Kawah Wurung, Bukit Jabal, and Air Terjun Tancak Kembar. Each destination has uniqueness and advantages. To visit various destinations in Bondowoso, therefore tourists need an event outdoor organizer which includes a tour leader, rental outdoor equipment, tour operator, and accommodation arrangement. One of the event outdoor organizers in Bondowoso is Berkah Alam Outdoor Organizer. It is located in Jl. Brigpol Sudarlan No.27, Desa Nangkaan, Kecamatan Bondowoso Kabupaten Bondowoso. Berkah Alam Outdoor Organizer has a high potential to support tourism in Indonesia, especially in the Bondowoso, East Java.

On June 24, 2023, the writer conducted a preliminary study in the Berkah Alam Outdoor Organizer office by interviewing the owner. Berkah Alam Outdoor Organizer was founded in 2018. In the beginning, the owner provided tent rental and camping equipment, such as backpacks, lighting, sleeping bags, and cooking sets. However, over time, the company developed into an event outdoor organizer that included rental of outdoor equipment, tour operator, outbound activity, car rental, and religious tours. The customer can access through three social media, which are Instagram, TikTok, and Facebook. The account provides descriptions of rentals, services, travel organizers, and documentation of activities that use the services of this event organizer.

From the three social media above, the owner said that there is no information related to the products and services provided, and the information is still in Indonesian, while the owner wants bilingual promotional media because Berkah Alam Outdoor Organizer not only has local customers, but also has customers from foreigners, such as Germany, Australia, and Switzerland. Based on these conditions, it can be concluded that the media has not provided the information as desired by the owner. Therefore, the writer proposed to the owner to create a new promotional media that can be used to introduce products for rent, services such as trips to Bali, Yogyakarta, and Jakarta, as well as showing documentation of events that have been carried out, so that customers can find information and be interested in using the services of Berkah Alam Outdoor Organizer. It is expected that using the website as a promotional medium will increase the number of customers who will be hired in the future.

After discussing with the owner, it was chosen to use a website as the new promotional media. The reason for needing a website for Berkah Alam Outdoor Organizer is first, the owner would like to have new promotional media that can be accessed easily and include products rented and services provided. Second, the owner wanted to have promotional media that can be changed and added information based on the conditions of Berkah Alam Outdoor Organizer. The last, the owner also needed the website is written in two languages, which are Indonesian and English. This is because Berkah Alam Outdoor Organizer not only

has customers from Indonesia, but also has customers from Germany, Switzerland, and Australia. The Indonesian version is for local customers. Meanwhile, the English version is for foreign customers.

1.2 Objective

The objective of the final project is to make a dynamic website as a promotional medium for Berkah Alam Outdoor Organizer.

1.3 Significances

Hopefully, based on the objective mentioned above, the report and the final product can benefit the following parties.

1.3.1 For the writer

The writer can apply translating skills when translating the script, writing skills by making the script of the product, and computer skills when making the final report project.

1.3.2 For the Owner of Berkah Alam Outdoor Organizer

This product can help to promote and introduce Berkah Alam Outdoor Organizer widely through one media.

1.3.3 For the students of the English Study Program

This project can be a reference for students of the English Study Program who want to make a similar project.

1.3.4 For the Customers of Berkah Alam Outdoor Organizer

This product can help Berkah Alam Outdoor Organizer customers to find more about product and services provide by Berkah Alam Outdoor Organizer.