

CHAPTER 1. INTRODUCTION

1.1 Background

The transition of Jember's city branding from Tobacco City to Carnival City has had a positive impact on the economic development of the people of Jember. This was triggered by the soaring PAD (regional original income) of Jember Regency from the tourism sector in 2015. (Setiawan et al, 2015) noted that the contribution of the tourism sector in PAD 2015 amounted to Rp 12 billion, from this total the restaurant sector or culinary tourism contributed Rp 1.2 billion. Regional statistical data for Jember Regency in 2021 recorded that there were 52 accommodation services in the Jember Regency area, which were divided into 4-star hotels and 48 non-star hotels (Badan Pusat Statistik Kabupaten Jember, 2021). The dynamics of the number of occupancies accommodate the annual Bulan Berkunjung Jember (BBJ) program in Jember Regency which was launched in 2008 by collaborating with JFC (Jember Fashion Carnival) so that it becomes the city branding of Jember Regency. The annual BBJ event is expected to improve the community's economy because the Jember Regency Government believes that the tourism sector will involve the community in various economic activities.

The BBJ program is usually enlivened by international events such as the Jember Fashion Carnival and visits to 65 tourist destinations in Jember (BPS Jember Regency, 2021). The 65 tourist destinations in Jember Regency are in the form of natural and artificial tourism. Water Boom in Sumber Sari village, Peak Rembangan tourism in Patrang village, a Mini Zoo in Mangli village and People's entertainment in the city centre of *Alun Alun* Jember Regency are included in artificial tourism. Natural tourism consists of historical tourism, marine tourism, agro-tourism, and nature tourism. The relics of the Calok megalithic cultural site and Duplang in Kamal village include Historical tourism. Pakis Village, Durian Village and the Botanical Garden in Sukorambi Village are examples of Agro-Tourism. Watu Ulo beach, Puger fish market and sea picking events are marine tourism destinations. Bukit SJ88 in Sucopangepok Arjasa Village, the Cocoa

Coffee Research Center in Renteng village, tea plantations in Gambir village and coffee in Silo village represent nature tourism destinations. This study focused on historical tourism destinations at the Duplang Site in Kamal village, Arjasa sub-district.

In Jember, one of the megalithic relics is in the Duplang Site, located in Duplang Hamlet, Kamal Village, on the side of the village's main road and in the middle of a community farmland area. The site features a variety of megalithic artifacts, including one Tomb Stones, seven Kenong Stones, and two stones Menhir or stone monuments, and Dolmen. It is estimated that the stones were made around 3,000 years ago (Sukendar H, 1998). The area of the Duplang Site reaches 12 hectares, and its location is on the slopes of Mount Argopuro, providing cool air and a very beautiful environment around it (Rudi, 2020). Lush teak trees in the highlands add to the exotic and mystical Duplang area. Besides as a cultural tourism destination, the existence of cultural tourism on the site can be used as a means of learning history for students. (Adimah et al. 2013).

The Duplang site is currently managed by the Jember Tourism Office. The writer conducted a preliminary study to obtain more detailed information. Offline interviews were conducted by the writer with the head of the cultural division of the Jember Tourism Office and the caretaker at the Duplang Site. The writer asked about tourist data who visited this valuable site. The caretaker informed the writer that the visitor numbers of Duplang Site is in average 300 people in a month. From these data, it can be concluded that the Duplang Site has not been able to attract public attention as a tourist and educational object (Adimah et al. 2013). However, the head of culture division of Jember Tourism office hopes that Duplang will become a source of education, especially history lessons and can develop as a tourist attraction because it has historical value in Jember Regency. Duplang Site has visitors with diverse social and professional backgrounds such as, teachers and students who are studying history, researchers and academics from within the country and abroad and the surrounding community who often perform rituals according to their beliefs. Regarding promotional media, both of them informed that Duplang Site only has one social media in the form of Instagram. The writer

offered to make a promotional media in the form of a bilingual website and asked permission to be made official. The Head of Culture of Jember Tourism Office gave the writers permission and felt helped by this. He hopes that Duplang Site is also ready to enliven the annual BBJ event and have visitors from abroad.

After conducting a preliminary study, the writer was given permission to create a promotional media in the form of a website. This web media can be used to introduce and expose Duplang Site to potential domestic and foreign visitors. This website contained accurate and reliable information about the facilities and historical information contained in the Duplang Site. In addition, this official website is claimed to be an official promotional media that can later be managed by the Jember Regency Tourism Office.

This was decided with the consideration that at this time the culture of communicating with the community is increasingly rapid by utilizing technology, namely the internet. The use of smartphones and enhanced feature services have an impact on effectiveness and efficiency. Website as one of the technology products is very powerful in introducing and promoting a product (Arifuddin et al. 2023).

1.2 Objective

The objective of this final project is to make a website as a promotional medium of Megalithic Culture At Duplang Site Kamal Arjasa.

1.3 Significances

The significance of the report and the outcome of this final project is anticipated to be beneficial for various stakeholders.

1.3.1 For The Writer

By doing this project, the writer can enhance proficiency in computer operation especially in creating and editing website, and skills in English, including writing and translation abilities.

1.3.2 For The Readers

The website can help readers get information about the Duplang Site easily and practically.

1.3.3 for Duplang Site Kamal Arjasa

It is expected to be a powerful tool to promote the attractiveness of Duplang Site, support megalithic history education, and effectively preserve historical heritage.

1.3.4 For the students of the English Study Program

This final project can be used as a reference for students of the English Study Program, Politeknik Negeri Jember, who will conduct a Final Project, especially in making a promotional website.