

## **CHAPTER I. INTRODUCTION**

### **1.1 Background**

Jember is a region with an exponential artistic and cultural, culinary, and many natural potentials. Jember offers a range of beautiful natural sights, such as forestry, beaches and mountains. Geographically, Jember is surrounded by mountains and hills, including Mount Argopuro. Due to its numerous hills and mountains, Jember utilizes its extensive natural landscapes for tourism and education. According to Kartini (2016), historically, Jember was a plantation and agricultural city in the Dutch East Indies during the colonial era in 1850. Tobacco, coffee, and cocoa were among the products grown there, and the buildings of the plantation area have been preserved until now, showing the history of the area and thus attracting tourist. In addition, Amanah (2022), explains that Jember is known as Carnival City, Tobacco City, and the Thousand Hills Area.

Because of Jember's abundant exponential tourism, it made both the private business community and the government develop it into a tourism destination. One kind of tourism destination that can be found in Jember is Agro-edupark. Agro-edupark offers visitors the philosophy of education and tourism in the gardens, plantations, and hills of Jember. It combines agritourism and educational park by providing unique experiences for visitors. Based on the definition of Rahman et.al. (2019), an educational park is a large park that can be utilized to help people develop their full potential. Seger Nusantara is categorized as an agro-edupark in Jember. Seger Nusantara is located in Prasian, Jatian, Pakusari District, Jember, East Java. Specifically, it is located between Krajan Hamlet, Jatian Village, and Sanggar Hamlet, Subo Village.

To obtain more accurate information about the place, the writer conducted a preliminary study that included interviews with Seger Nusantara's manager and staff. From the interview, the writer got the information that in 2012 the land was still empty, with an area of around 21 hectares. The manager explained that the land was purchased to preserve and utilize nature. Seger Nusantara began developing

tropical fruit and timber gardens in 2020, including the Musangking Durian Garden and officially opened it for tourism in 2021. However, in 2022, the tropical fruit plantations had difficulties because the plants did not produce optimally. As a result, the estate was developed into a venue for outdoor events, activities, and accommodation. The area is around 21 hectares, although only about 18 hectares are operated, the rest is used for gardening by residents.

Seger Nusantara currently offers a large grassy area and beautiful natural scenery that can be used for events and outdoor activities, as well as accommodation. The location also provides public facilities, including toilets, mosque, paved roads, and playgrounds, which are available to all visitors. This location is unique because it offers a variety of outdoor activities and events, including camping, accommodations, gatherings, meeting rooms, picnics, and nature education, such as getting to know flora and fauna. Additionally, the location offers camping and picnic equipment rentals. The manager explains that the number of visitors varies daily and is categorized into regular and event attendees. On regular days, the number of visitors is around 30-50 people per day, and on event days, the number of visitors depends on the event approximately 500 people per event. During the month of Ramadan and Eid al-Fitr, there is a reduction in the number of visitors due to the observance of fasting by Muslims. During Ramadan, all Muslims abstain from food and drink from sunrise to sunset which reduces their activities during the days, and on Eid al-Fitr, all Muslims celebrate the completion of the month-long fast. The majority of visitors are residents from Jember, Besuki region (Banyuwangi, Situbondo, and Bondowoso), and Lumajang.

According to the manager's statement, the promotional media used by Seger Nusantara are in the form of social media such as Instagram (@segernusantara), TikTok (@segernusantara), Facebook (@segernusantara), and WhatsApp Business. Additionally, social media advertising is being utilized and influencers are being invited to ensure the promotion's success. The social media of Seger Nusantara only contain a few pictures and short videos which do not provide enough detailed information about their accommodation (facilities and room types) and meeting rooms (facilities). So, visitors do not get clear and detailed information

about Seger Nusantara. Seger Nusantara is planning to expand its business operations to the international, with the objective of introducing the natural potential of Jember to the global market. In order to give detailed information for both the local and foreign visitors and to achieve Seger Nusantara's desires, the writer offered the manager to making a booklet in bilingual version as a promotional medium.

As stated by Putra et.al. (2017), the booklet as an advertising media contains information about company profiles, products or services, and facilities offered. Booklets have several advantages. The item is of a relatively small and portable designation, thus facilitating ease of carry around. They also contain pictures that make an illustrative image as well as brief information. Additionally, booklets offer more complete and detailed information compared to other media, such as leaflets. In the opinion of Sari & Werdiharini (2020), booklets have a more attractive appearance, which can increase reading interest.

From the explanation above, the writer made a printed booklet and a e-booklet as a promotional medium to provide clear and needed information about Seger Nusantara. This booklet can be used as an attractive promotional tool by Seger Nusantara.

## **1.2 Objectives.**

The objective of this final project is to make a bilingual booklet as a promotional medium that contains concise, complete, and detailed information about Seger Nusantara.

## **1.3 Significances.**

There are several significances that can be taken by conducting this final project, such as:

#### 1.3.1 The Writer.

By conducting this final project, the writer applied some skills and knowledge such as writing, reading, and translation. Besides that, the writer got new skills and knowledge especially in making an attractive booklet design.

#### 1.3.2 Seger Nusantara

The manager can use the booklet as the product of the final project to promote the services of Seger Nusantara, including picnic and camping rental services, activity package services (camping, educational tours, concerts, weddings, meetings and gatherings).

#### 1.3.3 Visitors

This booklet can make the visitors easier to get and understand needed information about Seger Nusantara.

#### 1.3.4 English Study Program Students

This booklet and final project report can be used as a reference for students of the English Study Program when they want to conduct a similar final project.