

# CHAPTER I. INTRODUCTION

## 1.1 Background

The potential of an area to become a tourism destination is influenced by a number of factors. According to Iatu and Bulai (2011), tourism potential is the sum of the opportunities that the natural and social environment provides for tourism activities. East Java Province can be an example for this as it has significant potential for tourism. East Java Province is surrounded by numerous mountains, hills, and plateaus, along with rural areas with relatively unspoiled nature. These natural areas are potential tourist attractions that could be developed more into tourism destinations. Some examples of areas that have become popular tourist destinations in East Java include Malang, Batu and Banyuwangi. Additionally, there is another area in East Java such as Jember that have great tourism potential that should not be overlooked.

Jember is a region with great tourism potential worth visiting in East Java Province. Geographically, Jember's natural potential is diverse as it is bordered by mountains and hills, including Argopuro Mountains giving Jember great potential specifically in ecotourism. It is of particular concern that the government is trying to turn Jember into a tourism region (Laila, 2020). Based social media such as Tiktok, some of the newest and trending natural tourism destinations in Jember is Simbat Paragliding Hill, Kampung Durian Panti, and Seger Nusantara.

Seger Nusantara is a new tourist attraction in Jember with a concept as a tourism destination offering services and facilities for outdoor activities with breath-taking views of nature. They also encompass agriculture as means to conserve nature as well as an object for tourism. Seger Nusantara also often holds events for schools, therefore it can be said that they also offer nature-based educational tourism. Seger Nusantara is specifically located in the hamlets of Krajan at the village of Jatian, Pakusari District, Jember Regency.

In order to achieve more detailed information, the writer conducted a preliminary study which included interviews with the manager and staff of Seger Nusantara. Based on the information gathered Seger Nusantara officially established as service for providing a place for outdoor activities and lodging in 2021. It offers various facilities for outdoor activities and events such as camping, lodging, gathering and meeting spaces, animal educational area, and a picnic area. Seger Nusantara become a popular tourist destination by offering services and facilities for outdoor activities with breath-taking views of nature. Based on the manager's claims, the number of visitors is varied. It is divided into two categories, regular and events. Regularly there are approximately 30-50 visitors per day. Most of them are mainly local visitors. On the other hand, the number of visitors for the events at Seger Nusantara is uncertain, depending on the event. The largest number of visitors in the events at Seger Nusantara is 5000 people.

Promotional media firstly carried out by Seger Nusantara using conventional media through brochures and flyers, based on the manager's statement. However, it does not produce a good result. The quantitative data produced by conventional advertising is unclear, it also often appears to impose promotion on potential customers, which just rather made them uninterested (Fawaid, 2018). Afterwards, Seger Nusantara switched into digital marketing on social media platforms, including Instagram (@segernusantara), Tiktok (@segernusantara), and WhatsApp Business to conduct advertisements. They also invited influencers to promote their business. Their social media account contains information about their activity such as event documentations, pricelist, facilities, and venues. Switching into digital marketing produces good results in advertising Seger Nusantara. According to Wati et al. (2020), digital marketing gives companies the flexibility to express and display their products and services, makes it easier to reach the intended market, allows consumers to easily access information about the business, provides more accurate data, and minimizes marketing costs. One of the most compromised digital marketing media is the website. Seger Nusantara does not have a website to give more detailed information about their business, such as a company profile. Therefore, Seger

Nusantara needs a website to be used as a promotional medium that can provide clear and detailed information about their business to visitors. The manager of Seger Nusantara requested that the website be created in two language versions, Indonesian and English in order to reach both local and foreign tourists.

According to Ghezzi et al. (2015), websites can support businesses' accessibility in giving detailed information by showcasing the products, services, and contact information that can be permanently accessed by customers. Based on the statement above, a website can be used as a promotional medium by providing detailed information about the business. It is also efficient because it can be accessed by customers at all times.

Based on the paragraphs above, the writer created a website for Seger Nusantara to promote and give more detailed and clear information about the business to visitors. Through making the website, the writer has coordinated with the manager and staff of Seger Nusantara to discuss about making the design of the website, putting the contents of information, and adding other features onto the website. The website was constructed in bilingual using Indonesian and English as per the manager's request. This allows information to be conveyed effectively, not just in Indonesia but around the globe.

## **1.2 Objective**

The objective of this final project is to create a website in bilingual as promotional media for Seger Nusantara to promote the business in order to attract more domestic and even foreign tourists to visit the place.

## **1.3 Significances**

Based on the objective above, the significances of the report and product of the final project are:

### **1.3.1 Writer**

In completing this final project, the writer applied several skills such as writing, translating, and designing in creating the contents of the website.

### 1.3.2 Seger Nusantara

Seger Nusantara can use the product of this final project as a promotional media to advertise the business and to give detailed information for local and foreign visitors.

### 1.3.3 Visitors

Both domestic and foreign visitors can easily gain access to detailed information about Seger Nusantara through the website.

### 1.3.4 Student of English Study Program

The students of the English Study Program can use this final project as a reference in making similar projects, especially in designing a website as a promotional media for a company and business.