

CHAPTER 1. INTRODUCTION

1.1 Background

The government of Jember Regency is very aggressive in developing the tourism sector. This effort was made because the tourism sector has the potential to be a source of improving the people's economy. Evidence of the seriousness of the Jember government in developing the tourism sector is the launching of the BBJ program (month of visiting Jember) on June 3, 2012 in Jember city square. BBJ is a series of multi-events held in Jember Regency for one month. The event is filled with sports activities, art & cultural performances and traditional games of Jember people. BBJ cooperates with JFC (Jember Fashion Carnival) as Jember city branding with international standard. During the BBJ season, many hotel occupancy rates in Jember increase. As it is known that Jember Regency is known as a tobacco-producing city and it contributes greatly to the economy of the regency. However in 2022 data from the Central Statistics Agency (BPS) of East Java Province in 2022 recorded a decrease in production of around 17.42% compared to 2021. So that the Jember Regency government seeks to improve the community's economy from other sectors, namely the tourism sector, because it is believed that the tourism sector will involve many people in economic activities (BPS Jember Regency 2022: 2022)

This is very reasonable because it turns out that in Jember Regency there are 65 natural and artificial tourism destinations that are ready to be developed to improve the welfare of the Jember Community. Jember Regency area, it turns out that there are ancient relics that have high cultural value. The archaeological objects are in the form of artefacts and sites of Megalithic cultural relics that are scattered around kamal, but those that can be seen intact and in one area are in Duplang. So that Duplang tourism village is very well known as a historical tourism village. These sites reflect the long journey of civilizations that existed in Indonesia, the cultural changes that occurred and important, has a long diversity of historical sites, covering the prehistoric period of the Hindu-Buddhist period, the Islamic period, the colonial period to the modern period today.

Historic sites are locations or places that have historical significance or are closely associated with valuable historical or cultural events. Ayatrohaedi(1978) defined a site is an area of land or another place where there are prehistoric objects on or within it. In addition, having invaluable cultural value, these sites also contribute to tourism, the local economy and as a national identity. These places are often used as tourist attractions or explained in a historical context to understand them better. For examples are archaeological sites, monuments,

historic buildings, historic parks, or places of special historical significance. Historical sites can provide insight into events that occurred in the past and serve as important cultural relics to be studied and preserved. These historical sites reflect the long historical journey, cultural changes, and historical role in the development of the times in the East Java region.

Jember's historical sites have preserved important stories that encompass the past and culture that have become an integral part of the city's identity. In Kamal village, Arjasa Jember Sub District, there is a historical site in the form of ancient stones scattered in several places in the village. The site is located in Duplang Village and is known as Duplang Site. The Duplang Site is one of the relics of the megalithic era which is estimated to have existed since the 4th century. The location was discovered around the 10th century by the people of Kamal Village. This location is 16 km from the city centre, it located under Mount Argopuro with an altitude of 270 above sea level, bringing the topography of the Duplang Site sloping and dazzling. The wind and the natural beauty of the surroundings are very soothing because there are teak trees occupy an area of 12 ha.

To get more information about Duplang site, the writer conducted a preliminary study by explore information and analyze more deeply about the historical sites that exist on the Duplang Site. In this research, the writer use research methods with literature studies, direct observation of historical sites, interviewing the head of the culture division of Jember Tourism Department Mr. Sugeng and Mrs. Suliha caretaker at the Duplang Site. The writer identified this historical site in promoting local culture that can be an object of historical site tourism. According to the caretaker, the Duplang site is not only visited by local people, but there have been tourists from abroad who visited the Duplang Site to conduct research.

Based on that information, the writer proposed to create a bilingual booklet (Indonesian and English) for the Duplang site as a promotional media to complement the Jember's official promotional materials, especially in historical tourist destination. It is useful for promoting the Duplang site that involve many people including local and foreign visitors come so that they can read a booklet available in two languages. Hence, Nurfathiyah (2014) in Juardi (2021) identified the booklet will give the reader the impression by presenting attractive images so that the booklet is not merely a formal and rigid media. The use of booklets as promotional media in historical tourist destinations is effective and interesting. The caretaker asked the writer to use bilingualism to reach foreign tourists, since there was an foreign tourist visited the Duplang Site.

I.2 Objective

The objective of the final project is to make a bilingual promotional media booklet for Duplang Site Kamal village, sub-district Arjasa Jember regency.

1.3 Significances

Based on objective above, the significances of the final project is expected to provide benefits for some parties :

1.3.1 For the writer

The writer can learn a historical sites, she can increase her writing skills in making script, she could also apply translation skills.

1.3.2 For the visitors

The visitors can get information about history in Duplang site.

1.3.3 For the Duplang site

The caretaker of historical sites can use the product of this final project to promote Duplang site and as tool to give information history about Duplang site.

1.3.4 For the Students of English Study Program

The report and product can use as a reference to conducting a similar project for student of English Study Program.