

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is the largest district in East Java and one of the districts that has great potential to be developed in the field of tourism. This district has an area of 5,782.50 km² and is known as the City of a Thousand Destinations because it offers many amazing tourist attractions such as beaches, mountains, oceans, national parks, waterfalls, and many other sites. To develop the tourism sector, Banyuwangi uses its rich natural and cultural resources. As a region with abundant natural wealth due to its geographical location, the economic development of Banyuwangi is focused on tourism as the main driver of growth (Mukaffi & Haryanto, 2022). With all its natural beauty and cultural richness, the tourism sector in Banyuwangi continues to grow. One of the areas in Banyuwangi that has great tourism potential is Songgon Village.

Songgon is one of the villages that offers many tourist attractions, such as pine forest tourism, Rowo Bayu religious tourism, rafting or tubing, waterfalls, durian orchards, and more. One of the most popular attractions in Songgon Village is Green Gumuk Candi. This destination features a combination of water-based activities and hill recreation. Located about an hour from the city center, it is easily accessible not only by private vehicles but also by public transportation. Visitors can relax and enjoy a calm atmosphere at this destination, which provides two children's pools and two adult swimming pools filled with clear, refreshing water in a cool climate. One of the unique features of Green Gumuk Candi is its villas and adult pools situated on a hill at an altitude of 650 meters above sea level, offering a beautiful panoramic view of Songgon Village. In addition to the pools, this tourist spot is equipped with various supporting facilities, such as clean toilets, gazebos, canteens, a children's playground, spacious parking areas, and halls that can be used by all visitors.

Based on an interview conducted by the writer with the manager of Green Gumuk Candi, several pieces of information were obtained about the development and current condition of this tourist destination. In 2016, Green Gumuk Candi

started as a treehouse-themed tourist spot. However, over time, interest from visitors began to decline. In response to this, in 2018, the manager took the initiative to transform the area into a swimming pool area and lodging facility. Located on a hill at an altitude of 650 meters above sea level, the site offers beautiful views that later attracted local visitors and some foreign tourists.

In recent years, Green Gumuk Candi has experienced a significant drop in visitor numbers, especially due to the impact of the COVID-19 pandemic. According to the manager, another contributing factor to the decline in visits is the lack of effective promotional efforts. Currently, Green Gumuk Candi only uses a few social media platforms for promotion and communication purposes.

The writer also observed the social media used by Green Gumuk Candi. The results of this observation, along with the interview, show that Green Gumuk Candi has an Instagram account (@wisatabanyuwangi_ggc) with 1,111 uploads. The content includes visitor documentation, videos of visitor activities, and promotional reels, with the latest reel uploaded on September 18, 2024. In addition, they have a TikTok account (@greengumukcandi) with 1,700 followers. The account features videos showcasing the natural beauty of Green Gumuk Candi, often accompanied by music but lacking clear and informative captions. The place is also listed on Google Maps under the keyword "Green Gumuk Candi," with 950 reviews and an average rating of 4.2. A WhatsApp number is available and listed on all their social media accounts for communication.

However, all of the social media platforms currently managed by Green Gumuk Candi still lack complete and detailed information. The writer asked the manager about the marketing targets, promotional strategies, and challenges in managing their current promotional platforms. In the same interview, the manager expressed a desire for the promotional media to be more informative, comprehensive, and easily accessible to potential visitors.

Based on the results of the interview and observations on social media, the writer found that the promotional media used by Green Gumuk Candi still lacks clear, complete, and up-to-date information. Most of the content shared does not

fully explain the available facilities or attractions, which makes it difficult for potential visitors to get a clear picture of what the place offers.

Seeing this, the writer decided to give a solution to the manager by making a new promotional media in the form of a bilingual e-booklet. According to Ayunda, *et al* (2021), an e-booklet is a media that shows a summary of a topic with interesting pictures, and it is made in an electronic format. This means that an e-booklet is a good and helpful way to promote tourist attractions like Green Gumuk Candi. This e-booklet is expected to give more complete and clear information, and to become a useful promotional tool for both local and international tourists. The writer made the bilingual booklet in two formats: printed and electronic. The printed booklet was used as an archive by the manager, and the electronic version was uploaded on Green Gumuk Candi's social media to reach more people online.

1.2 Objective

The objective of this final project was to create a bilingual e-booklet for Green Gumuk Candi as promotional media.

1.3 Significances

Based on the above objectives, it is hoped that the final project and its results can provide benefits to the following parties:

1.3.1 For the Writer

The writer improved the knowledge and writing skills learned in college, such as translation and computer skills.

1.3.2 For Green Gumuk Candi

This e-booklet was used by the manager as a promotional tool to promote Green Gumuk Candi tourism, providing complete and clear information.

1.3.3 Visitors

This e-booklet helped visitors obtain complete and clear information about Green Gumuk Candi tourism. It provided essential details on the history, attractions, and visitor guidelines, ensuring a more informative and well-prepared experience for tourists.

1.3.4 For the Students of English Study Program

This final project served as a reference for students at Politeknik Negeri Jember who intended to create similar e-booklet promotional media. It offered valuable insights and guidelines to help them develop effective promotional materials