

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the largest archipelago countries in the world, with many different ethnic groups and cultures. This makes Indonesia a country with a lot of cultural diversity. One of its main strengths is tourism. The tourism industry contributes significantly to Indonesia's economy. According to the Ministry of Tourism and Creative Economy, this sector added 3.38% to the country's GDP (Latifah et al., 2024). In addition, data from the National Statistics Agency (n.d) shows that international visitors grew by 25.43%, and domestic tourists increased by 15.75% from 2023 to 2024. As tourism numbers rise each year, the Indonesian government is working to manage this growth by involving all regions of the country. This includes developing tourism villages and improving human resources, as stated in a press release from the Ministry of Tourism and Creative Economy (n.d).

According to Saputra and Muchtolifah (2023), a significant example of rapid growth in Indonesia's tourism industry can be seen in the province of East Java. East Java's growth as a tourism destination is the result of 747 destinations that include natural, cultural, and man-made sites. One city that stands out in East Java for its vibrant tourism sector is Batu City. Being among the leading tourism destinations in East Java, Batu City is also one of the largest in Indonesia, alongside Bali and Yogyakarta. The city is famous for its diverse tourism destinations, including man-made and natural sites. Some of the famous tourism destinations in Batu City include Amusement Parks, Nature Tourism, Cultural Tourism, and Tourism Villages. Adhitama et al. (2024) indicated that Batu City has become an area that encourages tourism to enhance local culture. Therefore, the Batu city government has taken strategic action by establishing BUMDES or Badan Usaha Milik Desa. The development of BUMDES as a regional economic institution can offer new value that can change social conditions (Maharani et al., 2024). Through BUMDES, various tourism products are developed as part of this initiative,

including Tourism Village, managed independently by BUMDES and Karang Taruna.

As stated by Heny et al. (2013), tourism villages offer cultural tourism products with unique and significant traditional characteristics. According to Inskeep in Heny et al. (2013), Tourism Villages are characterized as tourism areas that take place in a rural environment where visitors can experience traditional lifestyles and gain experience living in the countryside. The tourism village has the potential to develop into various tourism areas, such as attractions, accommodation, traditional food, and many more. As highlighted by the Ministry of Tourism and Creative Economy, Batu City is home to various tourism villages totaling 24, each of which presents its unique features. For example, Gunungsari Tourism Village is famous for its rose plantation, Teras Tourism Village has a diverse vegetable plantation, and Beji Tourism Village is famous for its *tempe* products, etc.

Among the many tourism villages in Batu City, Beji Tourism Village also referred to as *Kampung Tempe* is the only one that applies the concept of educational tourism in Batu City (Richa in Hamida & Purnomo 2024). Beji village is located in Batu City, in the Junrejo sub-district. It is known for its *tempe* production it is also ranked as the second largest *tempe* producer in Malang Area. The establishment of this tourism village was driven by the fact that most of the residents in Beji Village make a living from *tempe* production. The large number of *tempe* producers in this area makes Beji Village referred to as *Kampung Tempe* (Hamida & Purnomo, 2024). BUMDES then adopted these unique resources and cultural traditions inherent to the community to promote educational tourism and became the key to running *Kampung Tempe*. Beji Tourism Village itself provides various tour packages that prioritize educational tourism. The educational tour packages include production, processing, and innovation of *tempe*-based products.

The writer then conducted a preliminary study twice. The first preliminary was conducted when the writer was carrying out an internship. The writer interviewed the manager of Beji Tourism Village about the purpose of the writer's visit. In the first preliminary, the writer received information that Beji Tourism Village often gets visits from domestic and foreign tourists. Furthermore, in the

second preliminary study, the writer interviewed related to the promotional media used by Beji Tourism Village. The first media used is social media, namely Instagram, but Beji Tourism Village uses village government Instagram which is mixed with information on activities in Beji Village, not focusing on tourism in Beji Tourism Village. The same with their YouTube account, they still use the village government's YouTube account. The youtube account also does not upload many videos about Beji Tourism Village. Beji Tourism Village also had a website, but the website was eventually discontinued due to the absence of experts to manage it. Beji Tourism Village also has print media such as brochures and booklets, but the print media has not been updated for a very long time, making the print media ineffective when used. In addition, Beji Tourism Village often faces problems when participating in tourism exhibitions because of the lack of print media that has the latest information. Based on the problem of promotional media above, the manager of Beji Tourism Village requested the writer to create practical print media that contains detailed information on Beji Tourism Village. The writer then offered to make a booklet that suits the needs of Beji Tourism Village.

According to Ismailia et al. (2021), the booklet itself has advantages as a promotional media that can be taken anywhere and also booklets contain text, images, and interesting photos. Regarding this advantage, a booklet can be a suitable promotional medium to solve the problems that exist in the Beji Tourism Village. This booklet is bilingual, which is Indonesian Language and English. This is in line with the purpose of the Beji Tourism Village,, which wants this booklet to cover both local and foreign visitors. Therefore, the people and the management of the Beji Tourism Village can implement the right promotional strategy to increase the number of visitors.

Based on the need for promotional media for Beji Tourism Village. The writer considers making a booklet as one of the promotional media for Beji Tourism Village. By developing an attractive and practical booklet, it can later become one of the promotional media that Beji Tourism Village frequently used. The writer hopes that making this booklet can help Beji Tourism Village to be able to increase the promotion of Beji Tourism Village.

1.2 Objective

The objective of this final product is to make a bilingual booklet of Beji Tourism Village that could help Beji Tourism Village promote to foreign and local visitor destination

1.3 Significances

Based on the objective above, the report and the products of this final project are hopefully to be useful for some of the group

1.3.1 For the Writer

The writer can apply what has been learned in the English Study Program, for example translation skill, writing skills, and also designing

1.3.2 For the Readers and Visitors of Beji Tourism Village

Readers and Visitor can be well informed about Beji Tourism Village and find out more the activities that can be held in Beji Tourism Village and other important information

1.3.3 For Beji Tourism Village

The product of this final project can be used both as a promotional media and also as a reference to attract s from domestic and foreign

1.3.4 For English Study Program

The product can be helpful for the English Study Program as a reference for other students who were planning to make booklets as promotional media