

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelagic country with a wealth of natural resources and a diverse culture. This wealth and cultural diversity give Indonesia significant potential in the field of tourism. According to the Central Statistics Agency (n.d.), the development of the tourism sector in Indonesia is marked by an increase in the number of cumulative foreign tourist visits from January to August 2024, which reached 9.09 million visits. There are several cities in Indonesia that possess high tourism potential, such as Yogyakarta, Malang, Bali, and Batu. Batu City is one of the cities in Indonesia that famous for its many tourist attraction (Wicaksono, Agustin, & Utomo, 2019). This city was dubbed as the real tourism city of Indonesia by the Ministry of National Development Planning, Republic of Indonesia.

Several tourist attractions that can be found in Batu City include mountains, waterfalls, caves, natural hot springs, theme parks, museums, and tourism villages. One of the leading tourist attractions in Batu City is a tourism village. Tourism village is a form of integration between attractions, accommodations, and supporting facilities presented in a community life structure by integrating with the procedures and traditions applied in a village area (*Hamida & Purnomo, 2024*). There are several famous tourism villages in Batu City, each with its own potential, such as Bumiaji Tourism Village, known for its agrotourism, Gunungsari Tourism Village famous for its floriculture and photography tourism, and Beji Tourism Village, known for its educational tempe tourism. One of the popular tourism villages in Batu City is Beji Tourism Village, known as *Kampung Tempe*. According to Sari et al. (2021), Beji Tourism Village is one of the centres for *tempe* craftsmen, so it gets the nickname "*Kampung Tempe*". The Beji Tourism Village has become the largest *tempe* producer in Batu City.

To get more information about Beji Tourism Village, the writer conducted preliminary study with Mr. Ahmad, the manager of Beji Tourism Village. In order to increase the number of visitors in Beji Tourism Village, promotional media is needed. Beji Tourism Village has used several promotional media. The first one is

Instagram with the username @bejiberkreasi. Until now, the Beji Instagram account has been active in uploading content. This Instagram account is managed by *BUMDES (Badan Usaha Milik Desa)*, so the content uploaded is not solely focused on tourism in Beji Tourism Village. This situation makes the management of Instagram social media for promotional purposes inefficient. The second promotional media is YouTube. Beji has a YouTube account with the username @bejiberkreasi. The YouTube account of Beji Tourism Village has been very infrequent in uploading content, with the last upload dated July 2, 2024. This YouTube account also does not provide information regarding the tourism packages offered by Beji Tourism Village, making it less effective in promoting Beji Tourism Village. Beji Tourism Village also has printed media such as brochures and small booklets; however, these printed materials have not been updated for a long time, making them less informative. In addition, Beji Tourism Village had an official website a few years ago, but it is no longer active. Mr Ahmad mentioned that the previous website only contained general information about Beji's village and lacked documentation of certain activities. This situation has made Beji Tourism Village's management feel inefficient in managing the website. Therefore, Mr. Ahmad needs a new website as a promotional medium for Beji Tourism Village. He desires the website to be filled with updated information, several tour packages offered, feature photos of activities, and provide links to related parties of Beji Tourism Village. Mr. Ahmad stated that it would be preferable to utilize bilingualism for the website to attract international tourists.

Based on the results of the preliminary study that has been carried out, the writer decided to create a new promotional medium for Beji Tourism Village in the form of bilingual website that contains information, tour packages offered, photos of activities carried out, and links to related parties for Beji Tourism Village. According to Sudirman et al. (2023), using websites as promotional media in the digital era has several advantages, such as providing the community with broader access to information about the village and allowing interaction between the village community, the village government, and external parties. Also, websites can easily update and adjust content to keep the information presented current and relevant.

By making a bilingual website as a promotional medium for Beji Tourism Village, the writer hopes that this medium can help increase and attract tourists from inside and outside the country and provide updated and complete information for tourists interested in visiting Beji Tourism Village.

1.2 Objective

The objective of this final project is to make a website as a promotional media for Beji Tourism Village.

1.3 Significances

Based on the objective above, the significances are:

1.3.1 For the writer

By working on this final project, the writer can improve the ability in writing and reading skills and improve vocabulary in English. The writer is also enhancing knowledge in operating computer software, especially in making websites.

1.3.2 For the tourist

This website can provide information about the Beji Tourism Village and increase tourists' intentions to visit.

1.3.3 For the Beji Tourism Village

With this website, Beji Tourism Village can have proper promotional media to promote and provide detailed information related to Beji Tourism Village.

1.3.4 For the Student of English Study Program

This final project can be a reference for students of the English Study Program who will make a final project with the same product, namely a website as a promotional media.