

CHAPTER 1 INTRODUCTION

1.1 Background

Indonesia has a variety of tourism sites that are well worth exploring. Gatti (2015), states that it is known for its cultural diversity and stunning natural beauty, which is outstanding with lush rainforests, mountain volcanoes, beautiful beaches, and colorful coral reefs. This variety of natural beauty makes a unique attraction for tourists worldwide, who want to explore new destinations, experience different cultures, and appreciate other places' natural beauty and historical significance. Tourism destinations encompass a variety of types, including natural tourism and artificial tourism. Exploring natural attractions such as mountains, waterfalls, beaches, seas, forests, and savannas is possible. Artificial tourism includes zoos, playgrounds, thematic villages, and cultural tourism sites (Astuti, 2019).

Malang is one of Indonesia top tourist destinations, offering a diverse range of attractions for visitors to explore. According to BPS (Badan Pusat Statistik) of Malang (2023), foreign tourism visitors reached 35,358, visiting 53 tourist destinations, including thematic villages, city parks, museums, malls, and other attractions. Malang is part of the region Malang Raya, which includes Malang, Kabupaten Malang, and Kota Batu in Jawa Timur. It offers a combination of wealth history, cultural heritage, and stunning natural beauty, which makes it an attractive tourist destination (Wijaya et al., 2022). Natural also artificial tourism are frequently visited in the Malang Raya area, such as Mount Bromo, Jawa Timur Park 1, Jatim Park 2, Jatim Park 3, and Kampoeng Kajoetangan Heritage.

By traveling to Malang, tourists can easily access various travel services and facilities in the Malang Raya area, either offline through local agents and information centers or online via websites, apps, and social media. An option for tourists using a travel agent that provides comprehensive services is Traveloky Tour and Organizer. Traveloky Tour and Organizer offers travel and event services, including trips, rentals, and support, like guides and documentation. Traveloky Tour and Organizer is one of the known travel agents in Malang, and it has the potential to support broader tourism in East Java. A branch office has been

established in Malang, while Lamongan serves as the central office of Traveloky Tour and Organizer.

In conducting a preliminary study, the writer visited Traveloky Tour and Organizer office on July 16, 2024, to conduct an interview with the owner. The owner said that Traveloky Tour and Organizer was founded in 2017 and has two company branches under the name CV.Saktian Putra Travelindo. This company aims to become a leading tourism service provider with innovative and creative service quality. The company indeed provides complete care and the best facilities for comfort, safety, and impressiveness. Traveloky Tour and Organizer also provides event organizing services, independent Umrah packages, vehicle rental, documentation, and catering. Customers can access the company's social media through official accounts, including Instagram (@traveloky.id), TikTok (traveloky.id), and YouTube (Traveloky Tour and Organizer). The account provides an overview of activities and describes the tour package services available at Traveloky Tour and Organizer.

The promotional media used by Traveloky Tour and Organizer that have been running well are Instagram, TikTok, and YouTube. The owner said that among the three social media platforms, Instagram, with the name @traveloky.id, is one of the most updated platforms to provide information, with more than 5,000 followers. The owner said he had a website, but it was inactive due to a lack of regular maintenance. Therefore, the owner wants to utilize new promotional media that can reach a wider audience, including both domestic and international visitors. So far, the customers of Traveloky Tour and Organizer are primarily local, especially from Jawa Timur and its surrounding areas. The owner needs a website that can facilitate broader promotion of their product, as well as provide updated information about Traveloky to reach more local and international customers. The writer suggested to make a bilingual promotional website that contains all information about the products, services, and company profile of Traveloky Tour and Organizer. The making of a website helps to increase customer trust in Traveloky Tour and Organizer by clearly presenting service information, portfolios, and ensuring legality. The presence of a website reflects professionalism and strengthens the

company credibility. Additionally, the website is helpful in further increasing trust among customers who will use the company's services.

After discussing with the owner, a bilingual website was chosen as the necessary promotional media. The reason is that the website offers several advantages, including providing comprehensive information such as company profiles, products, services, addresses, and documentation, and is easily accessible to a wide range of visitors, also featuring bilingual language support. The need to develop a bilingual website arises first, as the owner wants to have an active website to attract more local and international customers. Secondly, the owner wants to create a new bilingual website as a promotional medium that contains updated information about the company and its products, available for Traveloky Tour and Organizer. Furthermore, the owner hopes that by having both website in English and Indonesian, it can reach more new customers from both local and international.

1.2 Objective

The objective of this final project is to develop a bilingual website as a promotional medium for Traveloky Tour and Organizer.

1.3 Significances

Based on the objective mentioned, the significant reports and products from the final project provide benefits for the following parties:

1.3.1 For the Writer

The writer can apply their translation ability when translating scripts, improving writing skills for scripts, as well as final project reports, developing a bilingual website, and enhancing originality in graphic design.

1.3.2 For the owner of Traveloky Tour and Organizer

The website can be used to promote Traveloky Tour and Organizer service products, attract potential customers, expand sales by being accessible to all internet users, and serve as a digital marketing tool to increase sales and introduce the company widely through a single platform.

1.3.3 For the Potential Customer

The bilingual website can provide information for Traveloky Tour and Organizer customers with all the important information about the company, its services, and its products.

1.3.4 For the Students of English Study program

This final project can be used as a supporting reference for English Study Program students who want to make a similar final project, particularly those focused on developing promotional media like a website.