

CHAPTER 1. INTRODUCTION

1.1 Background

The tourism sector has an important role in increasing a region's economy. Takome et al. (2021) explain that the tourism sector is an important sector in developing the regional economy. In addition, the tourism sector also contributes to the regional economy through increasing the number of tourists. By the increase in the number of tourists, various economic sectors related to tourism, such as transportation, hospitality, and culinary are also developed and having a direct impact on the local economy. As stated by Susanti (2023), The tourism sector's growth positively impacts the regional economy and other supporting sectors.

Jombang Regency in East Java is an example of a region that actively uses the tourism sector to improve the local economy. As stated by Magalhaes (2022), Jombang is a region that optimizes tourism to boost its economy. Jombang Regency does not only increase its tourist attractions but also aims to have a positive impact on supporting sectors, especially the travel agency industry. This is shown by the significant increase in the number of travel agencies along with the growing number of tourists. According to Dwiningwarni et al. (2024), The increase in tourism interest in Jombang Regency triggers an increase in the number of new travel agents. This increase shows that the tourism sector does not only serve as the main economic driver but also directly impacts the growth of travel agency sector which plays an increasingly important role in supporting tourist visits to Jombang.

Gita Anugrah Wisata was one of the travel agencies operating in Jombang Regency. As a company in the tourism sector, Gita Anugrah Wisata had an important role in promoting local tourist destinations and providing quality travel services. Based on an interview conducted by the writer with the owner as a preliminary study to obtain all the information needed regarding Gita Anugrah Wisata. It was established since 2014. This travel agency was located in Sumobito Village, Sumobito District, Jombang Regency. With the motto "Your Happiness is our priority," Gita Anugrah Wisata has served customers with various tour

packages, ranging from family trips, group tours, private tours, and vehicle rental services.

Gita Anugrah Wisata uses social media platforms, such as Instagram and YouTube, to promote their tour packages. On their Instagram account (@gita_anugrahwisata), they provide important details such as contact information, testimonials, offered facilities, and available tour packages. In addition, Gita Anugrah Wisata regularly uploads travel videos on their YouTube channel (Black Cat Tour Jombang), to attract potential customers while giving them a better understanding of the travel experiences are offered. The purpose of using these promotional media is not only to highlight the beauty of the destinations, but also to emphasize the quality of services, the comfort provided, and the unique experiences that customers can enjoy. It also helps them to choose the recommended travel agency as the Gita Anugrah Wisata offered.

Although Gita Anugrah Wisata is actively promoting its services through several social media platforms, the owner thought it was important to add more promotional media to expand the market. The owner recognized that the current promotional media has limitations in engaging an international customer and developing a brand image. This is because the content on social media is mostly in Indonesian and focuses only on local customers. There is no detailed information in English, which makes it hard for foreign tourists to understand the product and services of Gita Anugrah Wisata. Also, social media posts are often short and not well organized, so they do not show the full quality and professionalism of the company. As a result, it is difficult to build trust and a strong image for the brand in the international market. The promotional media that Gita Anugrah Wisata uses now cannot effectively reach the target audience. In addition, social media also does not have flexibility to determine the visual design that matches to the company's identity. The owner wanted to increase the credibility of his business and build a professional company image. Furthermore, the owner of Gita Anugrah Wisata aims to provide more detailed information, enhance customer trust, and attract an international customer.

In order to address the limitations of social media in market expansion and brand development, the owner of Gita Anugrah Wisata looks for a way to promote the business that connects with both local and international customers and delivers information more professionally. Based on the discussion, the writer and the owner agree to make a promotional medium in the form of a bilingual website. This website will be made in two languages, Indonesian and English which aims to expand the market and provide more complete information to potential customers. According to Dueñas and Vega (2017) as cited in Lobo and Rodríguez (2019), a website is an effective tool to attract new customers, improve service quality, and improve the company's image. By making a website, the owner believes it will not only reach domestic and international customers more effectively but also enhance the brand image.

1.2 Objective

This project aims to enhance the brand image and expand the market of Gita Anugrah Wisata by creating a bilingual website.

1.3. Significances

Regarding the purpose of this final project, the writer hopes that it provides benefit to the following parties:

1.3.1 The Writer

The writer applies the skills and knowledge by doing this final project. It also improves writing, and reading acquired in the English Study Program. Reading and Grammatical skills needed when making this website narration. Translation knowledge is required in translating content from Indonesian to English. As well as computer skills that are needed in collecting data, designing, and producing the final project product.

1.3.2 Gita Anugrah Wisata

Gita Anugrah Wisata can use the website as a promotional medium to promote the product and services in an attractive and professional manner. By using the website, Gita Anugrah Wisata can enhance the brand image, expand the market globally.

1.3.3 Customers of Gita Anugrah Wisata

The website aims to give potential customers clear and detailed information about Gita Anugrah Wisata's products and services. Domestic and Foreign Customers find it easier to understand and access information about Gita Anugrah Wisata clearly and efficiently by using the website of Gita Anugrah Wisata as the product of the final project.

1.3.4 Student of English Study Program

The Student of the English Study Program at Politeknik Negeri Jember could use this final project as a guideline to those who are interested in carrying out a similar project in a different location.