

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Indonesia is an archipelago consisting of thousands of islands and diverse ethnic groups. In addition, Indonesia also has a variety of languages, races, tribes, and religions. Therefore, Indonesia has extraordinary wealth and diversity. Starting with plant biodiversity and customs that vary from one region to another, our diversity must be respected and protected (Sari & Najicha, 2022). In addition to diverse cultures, each region has its uniqueness and is different from each others. Not only diverse cultures, but Indonesia also has tourist villages. The existence of tourist villages currently has a good appeal. Not only because Indonesia consists of various traditions and cultures, but the natural wealth that stretches between one village and another has its uniqueness and distinctiveness. So, when tourists try to find out more about one of the tourist villages in Indonesia, of course, they will visit (Syah, 2017).

One of the tourist villages in Indonesia is the Desa Wisata Adat Arjasa in Jember Regency. It is located at Jl. Rengganis No.1, Bendelan, Arjasa District, Jember Regency, East Java 68121. “Desa Wisata Adat Arjasa” is a tourist village that focuses on tourism education because in Arjasa Village, many cultural heritage relics are found and supported by the original art of Jember Regency, the name of art is “Ta'bhuta an”. In addition, Desa Wisata Adat Arjasa also offers extraordinary natural exoticism with verdant landscapes and rice fields. Desa Wisata Adat Arjasa is located right under the slopes of the Argopuro Mountains, which are legendary and well embedded in the history of Jember Regency. So, it is appropriate that Desa Wisata Adat Arjasa is the leading destination of Jember Regency in the northern region (Mastika, 2023)

The writer conducted a preliminary study in order to get information about the history and the media used in Desa Wisata Adat Arjasa by visiting and interviewing the marketing manager of Desa Wisata Adat Arjasa. The writer got information about Desa Wisata Adat Arjasa. The manager said that the Desa Wisata Adat Arjasa was formed in 1920, during the leadership era of the second Arjasa

Village head, Mr. Seha. He led from 1915 to 1946. Mr. Seha is the driving force and initiator of the establishment of this traditional village under the name Desa Wisata Adat. With the development of tourism and public interest in traveling, the Kelompok Sadar Wisata Arjasa manages and opens the tourism village to the wider community. The grand launching of the establishment of Desa Wisata Adat Arjasa on November 25, 2019, with the brand “Desa Wisata Adat Arjasa.” This new name is a branding for this village to become one of the new tourist destinations in Jember.

Furthermore, the manager said that Desa Wisata Adat Arjasa has several social media as promotional media, such as Instagram, TikTok, and Twitter. The first social media is Instagram. The name of the Instagram account is @desaadatwisata\_arjasa with 1.120 followers and 142 posts. This Instagram was just created on May, 2022. It presents documentation about tourism and several events organized or collaborated with Desa Wisata Adat Arjasa. The second social media is TikTok. The tiktok account is @dewiarjasa12/DesaWisataAdatArjasa. This account has 1.371 followers. The posts are about the activities that the manager did, photos of some visits, and also destinations. The last is Twitter, the Twitter account is @AdatArjasa83936 with 6 followers. This Twitter was just created in December 2024. The manager also said that they had a website, but it was inactive and had no content. Therefore, the manager told the writer that Desa Wisata Adat Arjasa needed additional website-based promotional media to improve the number of visitors, and the manager asked the writer to create a new website. All these data were taken on 10 January 2025.

The manager said that the visitors who came were both local and foreign visitors. However, the number of visitors still needs to be increased. The promotional media owned by Desa Wisata Adat Arjasa, such as Instagram, TikTok, and Twitter, are not yet sufficient to increase the number of visitors. Therefore, Desa Wisata Adat Arjasa needs other promotional media that can easily reach anywhere, such as a website, to increase tourist visits. The writer chose a website as an additional promotional medium for the Desa Wisata Adat Arjasa because websites tend to be more effective than social media as a promotional medium, as

they can provide more comprehensive, structured, and easily accessible information in the long term. Information on a website is also easier to find and does not disappear quickly like on social media. While social media is good for attracting attention and sharing information quickly, its content often gets buried by other posts. In addition, the website has a contact form feature to make it easier for visitors to submit complaints, suggestions, or messages to Desa Wisata Adat Arjasa. Today, the government of Jember Regency supports the existence of Desa Wisata Adat Arjasa, which is one of the tourist destinations in Jember. The government supports the development of Desa Wisata Adat Arjasa in the form of giving assistance and tourism human resource training, such as tour guiding training and homestay management. Therefore, by having a website as a new promotional medium, hopefully Desa Wisata Adat Arjasa will become more famous among local dan international tourists.

To support promotional efforts and increase the visibility of Desa Wisata Adat Arjasa, the writer is going to create an official website as a promotional medium. This website aims to introduce the potential of tourism villages more widely to the public. In order for the information to be accessible to more visitors, this website will be bilingual website, presented in two languages Indonesian and English with the main target audience being domestic and foreign visitors. This bilingual website is designed to make it easier for visitors to receive information in Indonesian for local visitors or English for foreign visitors. The website will be created based on the current condition and updated information about Desa Wisata Adat Arjasa.

## **1.2 Objective**

The objectives of designing a website as a promotional medium for Desa Wisata Adat Arjasa were to provide updated information for the customers of Desa Wisata Adat Arjasa and to reach the target market of both domestic and foreign visitors.

## **1.3 Significance**

Based on the objective above, the significance of this final project is:

#### 1.3.1 For The Writer

The writer applied her writing and other knowledge, such as public relations. Her writing skills were applied when she wrote the script and prepared the report. She also applied her knowledge of public relations when she communicated and negotiated with Desa Wisata Adat Arjasa in Jember.

#### 1.3.2 For Desa Wisata Adat Arjasa

Desa Wisata Adat Arjasa has a new promotional medium to introduce and share information about Desa Wisata Adat Arjasa. This website is also useful for attracting customers to come to Desa Wisata Adat Arjasa because it contains documentation and information about this tourism destination.

#### 1.3.3 For Viewers

Viewers received updated information about Desa Wisata Adat Arjasa. With the creation of the website, everyone was able to access information and get an overview of Desa Wisata Adat Arjasa before visiting.

#### 1.3.4 For students of the English Study Program

The students of the English Study Program were able to use the website and the report as reference sources for website media creation projects.