

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that has a diversity of cultures, which is an honor for its society. The diversity of cultures in Indonesia becomes a challenge to maintain and develop its culture. The culture in Indonesia has varieties and types that are diverse and unique (Guntoro et al, 2022). In addition, Indonesia also has extraordinary natural wealth and tourism. Indonesia has many tourist attractions such as beaches, mountains, marine tourism and ecotourism, temples, museums, and many more tourist destinations in many regions of Indonesia.

Jember is one of the cities located in East Java with a variety of local cultural diversity, including tourism places and uniqueness that can attract tourists. The tourism destination presents cultural tourism objects, natural tourism objects, and historical tourism objects. In addition, the existence of tourism can generate cultural exchanges between residents and tourist visitors. There are many tourist destinations in Jember, such as Pantai Watu Ulo, Pantai Papuma, Jember Mini Zoo, Rembangan, and many more popular destinations. Besides having a lot of tourist destinations, Jember also has Desa Wisata that are currently being developed.

One of the tourist destinations that needs to be developed is Desa Wisata Adat Arjasa. This tourist destination is located on Jl. Rengganis No. 1, Dusun Bendelan, Desa Arjasa, Kecamatan Arjasa, Kabupaten Jember. This Desa Wisata focuses on religious tourism, cultures, and traditional culinary. There are many cultural heritage sites supported by the local art of Jember, namely *ta' butha an*. Desa Wisata Adat Arjasa has a wide range of rice fields, a calm environment, and a humble social life.

The writer conducted a preliminary study, such as interviewing the manager, getting information about the history, and also the media promotion used by Desa Wisata Adat Arjasa. According to the manager, the Desa Wisata Adat Arjasa has existed since 1920, during the time of the second head of

Arjasa Village, who managed the village from 1915 to 1946. He initiated to building of a customary village because Desa Wisata has many cultural heritage relics, cultural arts, customary laws, customs, and habits of the villagers that have been inherited from generation to generation. These were what inspired him to establish the Desa Wisata. The grand launch of Desa Wisata was on 25 November 2019. It is managed by *Kelompok Sadar Wisata Desa Arjasa (POKDARWIS)* with the brand “Desa Wisata Adat Arjasa”. Since that time, *Kelompok Sadar Wisata* made promotional and marketing materials for Desa Wisata Adat Arjasa.

The Instagram account of Desa Wisata Adat Arjasa is @desaadatwisata_arjasa. On the Instagram account of the Desa Wisata Adat Arjasa, there is much interesting content, such as explanations of several tourism activities, culinary products, cultural festival activities, and a photo gallery. On the Instagram account, Desa Wisata Adat Arjasa updates information actively. However, it needs to improve the quality of photos and videos uploaded. Desa Wisata Adat Arjasa also has a Twitter account. The account Twitter is @AdatArjasa83936. The X account explains the activities that have been carried out by Desa Wisata Adat Arjasa. Next is the TikTok account. The TikTok account is @dewiarjasa12. Here, Desa Wisata Adat Arjasa shares a video of their activity, but the content is not clear.

The manager said tourists who visit Desa Wisata Adat Arjasa are not only from the local people but also from foreign tourists. Therefore, the manager said that they need another medium to promote the destination for wider customers in the form of a bilingual Booklet. The Booklet will be printed and an E - Booklet to give information and instructions to the customers. Finally, it can hopefully attract local and foreign tourists to come and find out the uniqueness and diversity of the Desa Wisata Adat Arjasa.

Based on the need to have another promotional medium, the Manager asks the writer to make a Booklet and E - Booklet for Desa Wisata Adat Arjasa. This Booklet is made to provide updated information about Desa Wisata Adat Arjasa to be used as a promotional medium for visitors or candidate visitors

in the form of a Booklet and E - Booklet. The Booklet will be put in the office of Desa Wisata Adat Arjasa, while the E - Booklet can be uploaded to their social media.

1.2 Objective

The objective of this final project is to make a Booklet of Desa Wisata Adat Arjasa in bilingual to provide information for visitors and prospective visitors by providing updated information that can be used as promotional media for Desa Adat Wisata Arjasa.

1.3 Significances

Based on the above objectives, this final project is expected to provide benefits for the following parties:

1.3.1 For the Writer

In this final project, the writer applies writing skills, especially in making a narration of the Booklet, and also other skills such as technology media that have been learned in the English Study Program. In addition, the writer gets experience in creating a Booklet in Indonesian and English about Desa Wisata Adat Arjasa.

1.3.2 For the visitors

The visitors can use the Booklet as information for them to know Desa Wisata Adat Arjasa well, because it provides information complete with pictures that increase the visitors' interest in coming and enjoying their visit to Desa Wisata Adat Arjasa.

1.3.3 For the Management of Desa Wisata Adat Arjasa

This Booklet can be used as a new promotional medium to promote tourist destinations by providing authentic descriptions of tourist attractions in Desa Wisata Adat Arjasa. The Booklet can attract both local and foreign tourists to visit. The writer purpose in creating this Booklet is to effectively market the location to attract and increase the number of visitors to Desa Wisata Adat Arjasa.

1.3.4 For the Student of the English Study Program

The students of the English Study Program can use the Booklet and the report of the final project as a reference, especially for students who will do their final project, especially in designing a tourist destination Booklet.