

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is the largest archipelago country in the world, located in Southeast Asia. Geographically, Indonesia lies between two continents, Asia to the north and Australia to the south, and is bordered by two major oceans, the Indian Ocean to the west and south, and the Pacific Ocean to the east. Indonesia's geographical conditions are highly diverse, encompassing various land forms such as plains, lowlands, seas, hills, mountains, and coastal areas. The existence of natural resources, supported by unique and diverse geographical conditions, is the main factor that makes nature tourism in Indonesia more diverse and abundant.

One of the areas in Indonesia that has a geographical phenomenon is Jember. According to Irawan, et al (2021), Jember Regency has varied environmental conditions, including mountains and Hillock. Jember is known as the "City of a Thousand Hillock (*Gumuk*). According to Astutik (2015), the Hillock formations in Jember Regency were created by the ejection of Mount Raung, which released lava and iconoclastic flows in the past. These Hillocks Hillock play an essential role in protecting the region from strong winds, supporting ecosystem rotation, storing water, and fulfilling household needs. One of the areas in Jember that features scenic a tourism destination is Wuluhan District.

Wuluhan district becomes the center of attention one of the beautiful tourism destination. Gumuk Watu in Wuluhan is one example that has gained attention, both for development as a natural tourist destination and for further research on the geological dynamics of the location is run by BumDes, with Rp 200.000.000 in capital contributed by the village authority. The concept of Gumuk Watu is educational tourism, which aims to serve as both an educational center and a catalyst for the village economy. The existence of these Hillocks not only holds natural beauty but also offers fascinating scientific potential for deeper study. Gumuk Watu in Dukuh Dempok Village sits in the middle of a green rice field. Currently, the foot of Gumuk Watu is utilized as an educational tourism

area by the Village-Owned Enterprises (BUMDes) of Dukuh Dempok.

The writer visited the Gumuk Watu tourism destination, which is situated in the Wuluhan area, specifically in Dukuh Dempok, to perform a preliminary study. In-depth information regarding Gumuk Watu and its potential as one of the tourism destinations in Jember Regency that could be developed is intended to gather. Drawing from the interview, the writer learned that Gumuk Watu is a fascinating place that was created in 2017 and spans 4 hectares. Based on visitor data from 2022, Gumuk Watu's educational tourism concept proved successful, attracting around 1,000 visitors, most of whom were students. This demonstrates how Gumuk Watu's educational tourism approach has a great deal of potential to offer both educational and commercial advantages.

The director of BumDes also provided the writer with information regarding promotional media. Gumuk Watu Wuluhan utilizes social media to convey interesting information to visitors, such as through Instagram @gumuk\_watu with 1,125 followers, TikTok @wisatadukuhdempok with 3,153 followers, and an active Facebook account with 202 followers. The contents on their social media are only photos and videos without detailed. As a result, the director of Gumuk Watu has struggled to attract many visitors through social media promotions. Nevertheless, he continues to aim higher, focusing on effective strategies and innovations to create a more engaging tourist experience.

In addition to the information related to social media, the writer also managed to obtain other important information related to village aspirations and development plans. The Director expressed his aspirations and desire to utilize and manage the natural resources in Wuluhan district, including the great potential of Gumuk Watu, as one of the leading natural tourism destinations in the region. The Director believes that with proper management, Gumuk Watu can become a tourist attraction that not only supports local economic growth but also provides educational and recreational benefits for the wider. To promote Gumuk Watu, the director asked the writer to make another promotional medium in form of booklet. The writer responded by creating a bilingual booklet that satisfied the director's specifications and could be used as advertising to attract

more visitors. This bilingual booklet (Indonesian and English) was produced in the form of a printed booklet and an e-booklet (electronic booklet).

This booklet is expected to display interesting and comprehensive information about the natural beauty, available facilities, and various activities that can be enjoyed at Gumuk Watu. The writer committed to support this effort by compiling a promotional booklet designed in a bilingual format to reach both local and international tourists. This booklet is expected to contribute to the development of Gumuk Watu as a tourism destination known and sought after by various groups.

## **1.2 Objective**

The objective of the final project was to make a bilingual booklet as a promotional medium for Gumuk Watu Wuluhan

## **1.3 Significances**

Based on the objective above, hopefully, the report and the product of this final project gave advantages to following parties.

### **1.3.1 For the Writer**

By creating a booklet, the writer can enhance her translation skill. The writer can also apply her writing skill when the final project report and the script of the booklet.

### 1.3.2 For the Gumuk Watu Wuluhan

The director Gumuk Watu Wuluhan can use the booklet to promote and to introduce the tourism destination.

### 1.3.3 For the viewers

The product of the final project can help tourist or readers to get detailed information about the Gumuk Watu Wuluhan tourism and attracts readers to come

### 1.3.4 For the student English study program

The final project can serve as a reference for student of the English Study Program at Politeknik Negeri Jember who are interested in conducting similar project, especially in creating promotional booklet.