

CHAPTER I INTRODUCTION

1.1. Background

Agrotourism is a type of travel where people visit rural areas to see and join farming activities and experience life in the countryside. According to Nasution et al. (2024), it combines farming with tourism, letting visitors learn how farmers work while enjoying nature. Indonesia, as a farming country, has many natural resources and good weather for growing fruits and vegetables. Also, the variety and uniqueness of these crops, along with rich local cultures, make agrotourism very attractive (Capiña & Matra, 2023).

One area in Indonesia with strong potential for agrotourism is Jember Regency in East Java. This region is well known for its fertile land and is one of the centers of tobacco and fruit production in the country (Dayan & Sari, 2022). With these natural advantages, Jember is a great place for agrotourism development. Some well-known agrotourism spots in Jember include Agrowisata Gunung Gambir, Agrowisata Gumuk Watu, and Agrowisata Boma Gunung Pasang.

Among those destinations, Agrowisata Boma Gunung Pasang stands out for its unique mix of nature, farming, and history. Located in Panti District, it offers cool air, scenic spots for photography, and service for gatherings or meetings. One special feature is the Dutch colonial buildings that add historical value to the site.

Even though Agrowisata Boma Gunung Pasang had good potential, it still faced problems with promotion. From a talk with the management, he used some social media for promotion, like Instagram (@pdp_official21 – https://www.instagram.com/pdp_official21), Facebook (Perumda Perkebunan Kahyangan Jember – <https://www.facebook.com/share/16oe9eJKvw>), and YouTube (pdp_official21 – https://youtube.com/@pdp_official21). Most posts showed their activities. He posted on Facebook, Instagram, and YouTube. The last Instagram post was on February 11, 2025, and had 23 likes. The last Facebook post was on February 12, 2025, and had 4 likes. The last YouTube video was on November 8, 2024, and had

no likes and 30 views. These posts did not attract many people. So, the writer concluded that the use of these media was not good enough and needed improvement.

After discussing with the company management, he decided to use a bilingual booklet as the new promotional media. It was chosen because it gave complete and clear information about the site in two languages, so both local and international visitors could understand it easily. It also had attractive pictures and a good design to catch people's attention. This booklet helped make Agrowisata Boma Gunung Pasang more well-known.

The promotional booklet was designed as a bilingual publication, using both Indonesian and English, to reach a wider audience, including international tourists. The booklet was an effective tool because it was portable, easy to distribute, and could be used during tourism fairs, school visits, or collaborations with travel agencies. It was hoped that the booklet would help improve the visibility of Agrowisata Boma Gunung Pasang, attract more visitors, and support the growth of agrotourism in Jember. With better promotional strategies, this destination could become one of the leading examples of successful agrotourism in Indonesia.

1.2. Objective

This final project aims to develop a bilingual booklet to assist both local and international visitors at Agrowisata Boma Gunung Pasang. The booklet will include clear information, engaging visuals, and appealing design elements to enhance the visitor experience and understanding of the site.

1.3. Significances

The outcome of this final project could be beneficial to various groups;

1.3.1 For the Writer

The writer can implement academic writing skills in the report of final project and persuasive writing in making the booklet. The writer can also implement translation skills by making the booklet into bilingualism in English and Indonesian.

1.3.2 For Agrowisata Boma Gunung Pasang

By offering bilingual content with engaging visuals, this booklet is expected to attract both local and international visitors to Agrowisata Boma Gunung Pasang, helping more people learn about the site and supporting its growth and development.

1.3.3 The Customers

The booklet will give visitors clear and easy-to-understand information about Agrowisata Boma Gunung Pasang, helping them learn what the place offers and encouraging them to come and experience it for themselves.

1.3.4 The Students of English Study Program

The report and the product can be used as reference for those who will do a similar final project.