

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Tourism was an important sector in Indonesia for increasing national income. In addition to contributing to foreign exchange, tourism also played a significant role in promoting Indonesia's cultural richness, natural beauty, and national identity on the global stage. Bank Indonesia (BI) stated that tourism was the most effective sector to boost Indonesia's foreign exchange (Rahma, 2020). In Indonesia, tourism showed rapid development in recent years. In 2022, the number of foreign visitors increased significantly compared to the previous year, reaching 4.58 million visits (Badan Pusat Statistik, 2023). With its 7,508 islands and abundant biodiversity, Indonesia had great potential for tourism development, from beaches and mountains to tropical forests. One of the islands with strong tourism potential was Java, especially Jember Regency.

Jember Regency has various tourist attractions, including natural beauty, cultural traditions, and local cuisine. It was bordered by Bondowoso Regency to the north, Banyuwangi Regency to the east, the Indian Ocean to the south, and Lumajang Regency to the west. Jember's geographical advantage, with its rich natural resources, could be utilized to develop the tourism sector. Although some facilities were not yet fully optimized, Jember showed significant progress in tourism development. Radar Jember (2024) reported that in 2020 the number of tourist visits was only 80,570. Since 2021, this number has increased dramatically, reaching 406,175 visits. By 2023, the number of visits rose to 745,952. This growth indicated that Jember was increasingly attracting more tourists every year. One of the sub-districts with tourism potential was Sumberjambe, located in Rowosari Village. The village had several attractions such as bathing pots, waterfalls, a tolerance-themed village, and agro-tourism. Its flagship destination was the Air Terjun 7 Bidadari. This natural attraction offered beautiful scenery and a peaceful atmosphere. It took only about an hour to reach the waterfall from downtown Jember, and it was accessible by both private and public transportation. Supporting

facilities included swimming pools, gazebos, a canteen, and restrooms, making it one of the top attractions in Jember with potential for further development.

Based on a preliminary study through field observations and informal talks with the management, Air Terjun 7 Bidadari was initially just a natural waterfall. Its development into a tourist attraction was initiated by Mrs. Jamila when she ran for Village Head of Rowosari. After being elected, she identified the natural resources and recognized the waterfall's tourism potential. Visitor interest grew over time, prompting further development. Despite this potential, promotional efforts remained limited. The destination had two social media accounts: TikTok (@wisataairterjun7bidadari) with 6,556 followers and Instagram (@wisataairterjun7bidadari) with 235 followers. However, the Instagram account was inactive, and TikTok became the main platform. Most content only showed natural scenery and lacked important details such as facilities, operating hours, and guidelines. Interviews with the management revealed that promotional efforts were still basic, and they needed more informative and structured media to reach a wider audience.

## **1.2 Objective**

The objective of this final project was to create a bilingual e-guidebook for Air Terjun 7 Bidadari to promote the destination. The guidebook was designed to make information accessible to both local and international tourists. It was prepared in both printed and digital formats. The printed version was intended for visitors who preferred physical materials, while the digital version could be accessed via smartphones for wider reach.

## **1.3 Significance**

Based on the objective above, the report and results of this final project are expected to benefit several parties:

### **1.3.1 For the Writer**

The writer applied the knowledge gained from the English Study Program, such as writing, editing, and design skills, in various fields including Media

Development, Media and Technology, and Professional Communication. The writer also applied translation skills to convert the text from Indonesian to English.

#### 1.3.2 For Readers and Visitors of Air Terjun 7 Bidadari

Readers and visitors gained more comprehensive information about Air Terjun 7 Bidadari, including the various activities available at the site.

#### 1.3.3 For the Owner Air Terjun 7 Bidadari

This final project product was used as promotional media for Air Terjun 7 Bidadari to attract tourists from both within the country and abroad.

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

This product benefited the English Study Program by serving as a reference for other students who wished to create a bilingual e-guidebook as a promotional tool. It also helped students enhance their critical thinking and information-gathering skills.