

CHAPTER 1. INTRODUCTION

1.1 Background

Trowulan, as a historic area in Mojokerto Regency holds an extraordinary wealth of archaeological artifacts from the Majapahit civilization. This wealth includes numerous temples, historical sites, pools, magnificent and beautiful gates, royal tombs, and several ancient pottery pieces and coins. This area does not only represent the glory of Majapahit but also serves as a source of creative economic potential based on culture that can be utilized by the local community for economic empowerment (Aldisyah et al., 2025). This creative economic potential manifests itself as a source of inspiration for creative products such as sculptures, batik, bronze castings, and copperware. Its products enhance the Majapahit tourism village as a tourist destination which located in three villages within the Trowulan sub-district: Jatipasar, Sentonorejo, and Bejjong (Aliflyantera and Sulistyarso, 2016). This tourist attraction is the amazing historical relics of the Majapahit Kingdom.

The Kampung Majapahit tourism village destination in the Bejjong Village area is unique compared to the other two villages for four reasons (Budi et al., 2022). First, many relics of the Majapahit civilization have been found in the Bejjong village area such as *Brahu* Temple, the royal tomb *Siti Hinggil* and sleeping Budha *Mahavara*. Second since it is being designated as a cultural heritage site in 2013, the Kampung Majapahit Village tourism destination in Bejjong Village has achieved a development level of 60% compared to the others which by the existence of various supporting tourism destinations for core cultural tourism destinations, such as creative industry products. Third, the contribution of the local community is evident in providing tourist attractions in this tourist village, such as the Majapahit Village people's market and traditional dance performances.

To better understand its unique and facilities, the writer conducted the preliminary study by interviewing the chief village. He mentioned that in 2017 Bejjong Village was designated as a Majapahit Tourism Village which included in the National Strategic Tourism Area (KSPN) as a part of Trowulan subdistrict.

Futhermore he added that ranked in the top 50 of the 2021 Indonesian Tourism Village Award (ADWI). He stated that those awards come to Bejijong Tourism Village because it was neat and pleasing arrangement of tourist attractions.

Up to this point, promotion has been conducted in three ways, namely social media, instagram website and e booklet. In the beginning, the social media platform used 2 Instagram accounts, first is (@pemerintah.desa.bejijong) with 840 followers and second is (@bejijongku) with 1,606 followers. Next, the official website link on (bejijongdesa.id).Last, the E-booklet can be accessed at available at <http://online.anyflip.com/lhjvv/cfye/mobile/> entitled Bejijong Tourism Village Kampung Majapahit and as its promotional media.

The three platforms used as promotional media have accommodated the tourism components in Bejijong Tourism Village, which consist of attractions, amenities, accessibility, and ancillary services. These four components are represented through photos of activities and videos as content on the platform. The existing promotional platform uses Indonesian as the language of instruction. so that visitors have easier access finding information on Instagram of Bejijong Tourism Village. And the Bejijong Government provides an official website to access the latest news about activities that occur in Bejijong Village. Visitors can also access other detailed information more thoroughly through the official website of Bejijong Village.

Furthermore, the village chief explained that it is very difficult for this tourist destination to increase its visibility at the international level. This is evident from the number of foreign tourist visits, which is only 3 to 10 people per month. This condition is due to the fact that the existing promotions cannot reach the global tourist market. Foreign tourists have minimal information about the Bejijong tourist village, so their interest in visiting has decrease.

Based on this situation the writer offers another promotion medium to completed the existing promotion media in the form of bilingual booklet. It used Bahasa Indonesia and was completed with English subtitle. It delivered tourist attractions, amenities, accessibility, and ancillary services to the domestic and foreign visitor. This bilingual booklet may upload on Bejijong torism Village social

media platforms and its website and showcased at some exhibitions and special events. In this case, the writer made a promotional booklet to promote The Bejjong Tourism Village as a tourism destination.

1.2 Objective

The objective of this final project is to make a booklet and e-booklet promotional medium for Bejjong Tourism Village in Indonesian with English subtitle.

1.3 Significances

Based on the objective, the report and final project products provided benefits to the following parties:

1.3.1 For The Writer

The writer was able to improve her writing skill and translation skills by optimizing the content of the promotional booklet. Effectively convert the material that the writer used for creating promotional booklets into content that is straightforward, convincing, and simple to comprehend.

1.3.2 For Bejjong Village Tourism

The management of Bejjong Tourism Village used this bilingual from the final project to introduce and promote the tourist attractions, amenities, accessibility, and ancillary services available at Bejjong Tourism Village. So the booklet can increase the visitor number.

1.3.3 For Customers and Readers

This booklet can help visitors and readers to get detailed information about Bejjong Tourism Village.

1.3.4 For Students of the English Study Program

This report and final project product can be used as a reference for English

Literature Study Programme students when doing similar final projects, especially making booklets as promotional medium.