

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Village tourism is a type of travel where visitors can enjoy the culture, traditions, and nature of a local community. According to Nuryanti (1993), a tourist village combines attractions, places to stay, and facilities in a way that fits naturally with local life and traditions. This type of tourism provides visitors with valuable experiences while also supporting the preservation of local culture and the natural environment.

Yoeti (2008) explains that tourism villages are unique because they allow visitors to interact and participate with local residents. In addition, Utama (2015) highlights that village tourism supports the local economy by providing employment opportunities and increasing income. Therefore, tourism villages play an important role in strengthening community identity and improving the welfare of local communities.

East Java, especially Banyuwangi, is rich in unique cultural traditions of the Osing community. One example is Tumpeng Sewu, a communal prayer ceremony featuring thousands of rice cones as offerings. Another example is Kebo-keboan, a festive tradition where people dress up as buffaloes to pray for fertile land (Febriyanto, 2022). These cultural events help preserve local heritage while attracting visitors to the region.

A notable example is Osing Kemiren Tourism Village, known as the cultural center of the Osing community. Located near Mount Ijen, this village is surrounded by fertile natural scenery and traditional Javanese-style houses. Most of the residents still practice Osing customs in their daily lives, including local ceremonies, language, and daily routines. The village also preserves important ceremonies such as Barong Ider Bumi, a ceremony performed to ward off bad luck accompanied by traditional Osing gamelan music (Indah & Setyawan, 2022). Visitors can watch the Tumpeng Sewu celebration and learn about the Osing language and traditional architecture. These cultural practices not only keep

Banyuwangi's heritage alive but also provide tourists and researchers with a meaningful opportunity to experience it firsthand.

The government plays a key role in developing the Osing Kemiren Cultural Tourism Village in Banyuwangi by providing regulations, improving infrastructure, and promoting tourism. They work closely with local residents and community groups to organize cultural events, promote local traditions, and develop homestays. These collective efforts have succeeded in making Osing Kemiren one of the most famous cultural tourism destinations in the region.

Most visitors to the village are domestic tourists, while international tourists account for only about 2% of the total number of visitors. Many of these domestic tourists are university students who take educational trips to learn about Osing art, cultural traditions, traditional house design, and local cuisine.

To attract more visitors, Osing Kemiren uses many promotional channels. The village has an official website ([www.kemiren.com](http://www.kemiren.com)) that shares information about its history, tour packages, local products, and updates. Visitors can also book tours and buy products online. Social media is also actively used to reach more people such as : Instagram (@desakemiren\_official) shares photos and videos of cultural activities and tours and has over 10,000 followers. Facebook (Desa Wisata Osing Kemiren) shares news about cultural events and has groups for visitors to interact tourists. YouTube (Desa Kemiren) shows rituals, festivals, food events, and daily life, helping people around the world discover the village. WhatsApp Business makes it easy for visitors to ask questions, make reservations, and book services, with a simple catalogue to browse available options. Twitter (@KemirenOsing) shares short, fast updates and event promotions. TikTok (@KemirenCulture) attracts more often youth audiences with fun short videos about dances, food, and village life.

In addition, the Smart Kampung application is used to promote villages through digital platforms. Developed by the Banyuwangi Regency Government, this application improves village management, public services, and community empowerment through technology. Residents can easily access services such as identity cards, certificates, and business licenses online, saving time and reducing

unnecessary administrative work. The app also promotes local businesses and tourism by showcasing village products and attractions. Through this digital initiative, Osing Kemiren Cultural Tourism Village can reach a wider audience both local and international while strengthening its reputation as a leading cultural destination.

One effective way to support tourism development is by creating bilingual guidebooks. According to Distria et al. (2021), guidebooks are very useful for promoting tourism because they provide clear and well-organized information for tourists. In the case of Osing Kemiren, both village managers and visitors have expressed the need for a guidebook that compiles all important information about cultural attractions, facilities, and activities in one practical source. Unlike social media, which often provides brief and intermittent updates, guidebooks offer detailed and visual explanations, making it easier for local and international tourists to understand and appreciate Osing culture.

The guidebook is available in two formats: printed copies, which visitors can find at the village office, homestays, and tourism centers, and a digital version (PDF/e-guidebook) that will be available on the village's website and social media. By offering both offline and online versions, the guidebook can reach more people and serve not only as a promotional tool but also as an educational resource that helps preserve Osing culture.

## **1.2 Objective**

The objective of the final project titled "Creating a Bilingual Guidebook as a Promotional Medium of Osing Kemiren Cultural Tourism Village Banyuwangi " is to develop a bilingual guidebook that serves as a promotional Medium of Osing Kemiren Cultural Tourism Village Banyuwangi. By achieving this objective, the bilingual guidebook is not only served as a marketing medium but also as an educational resource that promotes sustainable tourism and cultural preservation in Osing Kemiren Cultural Tourism Village Banyuwangi.

### **1.3 Significances**

Based on the significances this final project is expected to have some important benefit to several parties involved, namely:

#### **1.3.1 For the Writer**

Through this project, the authors developed skills in writing, translation, editing, design, and research while getting a deeper understanding of Osing culture. Completing this guidebook also strengthened their portfolios and demonstrated their ability to create meaningful resources that help preserve local heritage.

#### **1.3.2 For the Readers**

This bilingual guidebook allows visitors to learn about Osing culture and attractions in Indonesian and English. This makes it easier for tourists to plan their visits and encourages them to gain a deeper appreciation of local traditions.

#### **1.3.3 For the Students of English Study Program**

Students can practice bilingual communication, interact with various communities, and gain valuable experience in the fields of tourism and hospitality. The guidebook and accompanying report can also serve as useful references for similar projects in the future.

#### **1.3.4 For Desa Wisata Adat Osing Kemiren Banyuwangi**

This bilingual guidebook promotes Osing Kemiren Village by attracting visitors, introducing Osing culture, and supporting tourism that respects local traditions while benefiting the community.