

CHAPTER 1. INTRODUCTION

1.1 Background

Both nature and culture are major components of Indonesian tourism especially in East Java. The natural heritage can boast a unique combination of a tropical climate, exotic landscape, and rich of nature. These natural attractions are complemented by a rich cultural heritage that reflects East Java's dynamic history and ethnic diversity. Because of this richness, almost each area in East Java has own uniqueness that can attract the tourist to visit that area. Each area has own unique natural and cultural that has potential to become tourism destination.

Situbondo Regency is a regency of East Java province in Indonesia that has potential in tourism objects especially in beach tourism objects. Situbondo possess longest coast in East Java, that is make situbondo has numbers of beaches that can become tourism destination. There are two categories of beach in situbondo based by colour of it sand. First category is black sand beaches like Banongan, Pathek, and second category is white sand beach like Pasir putih, Bama, tampora, bilik, and lempuyang. To introduce those beach tourism objects, situbondo use media to help them promote those tourism objects.

Based on the interview with Situbondo Tourism Department, they use booklet and website as promotional media to promote beaches tourism objects. The current available medias are booklet and website. The booklet itself published by east java tourism department, and only available in Situbondo Tourism Departement. It contains the information about all tourism destinations in situbondo. Another promotional media that available in situbondo is website. The website provides information like the description of tourism destination. But the website itself not update anymore.

Situbondo has booklet called *Daya Tarik Wisata Kabupaten Situbondo* as a tourism promotional media. It consist seventeen pages. It contains the information about all tourism destinations in situbondo. Each page of booklet contains the information of different tourism destination. The other information are the destination and the location. In the first page contain opening speech from east java governor and Situbondo Regent. Next page contain decription and

picture about tourism destination in situbondo such as tampora in first page, talempong waterfall in second page, rengganis peak in third page, ojung in fourth page, petik laut in fifth page, ancak agung culture carnival in sixth page, olean sugar factory in seventh page, ponpes salafiyah, kayumas coffee plantation in eighth page, baluran in ninth page. In every page there are no information about how to access the destination and the accommodation. The layout of booklet use combination of text and picture. The background of each page of booklet use picture of destination itself.

Situbondo also has a website, www.wisatasitubondo.com as tourism promotional media. On the front page of this website consist of title and contact information on the top, navigation tabs, and news. The layout of the website use combination of text and picture that came from news post. The website use three color variation, brown, white and green color. The background of website use white color. In the navigation tab, there are selection that leads to destination, profile, video, and contact. In the destination information tab there are *wisata unggulan*, *wisata alam*, *wisata sejarah*, and *wisata religi*. In every destination page there is information about the description . On the middle of website contain news about situbondo tourism.

The writer took a sample of ideal tourism website from Banyuwangi website www.banyuwangitourism.com. It consist of front page, layout, and content. The front page contains website title, navigation tabs, information about related to tourism that categorized into several categories like latest news about Banyuwangi tourism, event, destination, culinary, handicraft, link to *eastjava.com* and *Indonesia.travel* and address and contact of banyuwangi tourism office and a change language feature eng-id. On the top of website contain navigation tab selection that navigate to destination page, culinary page, tourism event page, handicraft page, traveling story page, news, and live page. In middle section of website contain latest news section about banyuwangi tourism, event section, destination section, culinary section, and handicraft section. The bottom of website contains contact information of tourism department. It contains address of tourism department, phone number, e-mail, and social media account. The layout

of website use a combination of texts and pictures that arrange neatly, use two variation color, white and yellow. The background of website use a picture of Teluk ijo on the top and white background when the visitor scroll down. The text use black color that contrast with text background that use white color make the text is clear and readable. In the destination information there are four category of tourism. There are natural tourism, artificial tourism, city tourism, and religious tourism category. In every destination page there is information about the description of the object, and the access of destination. In the information tab there are information about the accommodation that available in banyuwangi like hotel, travel agent, transportation, guide, restaurant, gift center, police department, and hospital. Every page in information tab contains information about name, location and the contact of those accommodations itself.

Form the comparison of those two media, the writer found several differences. The writer concludes the website of Banyuwangi has complete information about destination, access, accommodation, a neat structure content, interesting layout, update news about tourism activities, and a switch language feature. While situbondo website, no information about the access to the destination, and the information of the accommodation. According to the head of Tourism division, Situbondo tourism needs an effective media that can provide complete and accurate information about Situbondo Tourism especially beach tourism. Therefore, the writer decided to develop a tourism website that give more complete information about destination, the access, the accommodation, and arranging the content more structural to help promoting situbondo beach tourism and provide it in two language, those are Bahasa Indonesia and English. Situbondo Tourism Departement also requested that the information in this website also provided in English. The writer will use Wordpress.com as website base and use domain for the address of the website to develop this promotional website.

1.2 Objectives

The objective of this project is to develop a website for beaches tourism objects in situbondo.

1.3 Significances

Based on the objectives above, the writer can describe the significances of this project. Those are:

1.3.1 The Writer

The writer can apply English skills such as reading, writing, translation, and also computer skill to develop promotional website.

1.3.2 The Situbondo Tourism Department

The Situbondo Tourism Department has an effective media to give information on tourism objects especially beaches.

1.3.3 The Tourist

The tourist can get complete information easier after accessing this web.

1.3.4 For student of Politeknik Negeri Jember

The result of this final project is also expected to become a reference for the next students who will do similar final project.