

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Tourist spots in Indonesia are growing very fast. Besides having a lot of natural beauty, the kinds of man-made tourism very different. Agfianto and Rahman (2020) say that one good and popular idea in tourism is man-made tourism, like theme parks and fun parks. These kinds of places have many things to see and do that draw both local and international visitors. Man-made tourism is attraction made by humans, not natural ones. These places are made to offer visitors different activities, experiences, and special facilities that you can't find in nature.

United Kingdom Essays (2018) stated that tourism driven by human creation, emphasizing sights and activities born from human innovation and imagination, represents a vital component of the worldwide tourism sector. Man-made tourism is already commonplace throughout Indonesia, even in places like Jember. The presence and development of man-made tourism has greatly increased within Jember. As an example, Tiara Jember Park Waterboom offers various features such as specially designed themed zones, playgrounds, and leisure spaces that provide pleasure and entertainment. Consequently, both locals and international tourists are drawn to this lively location.

Tiara Jember Park Waterboom serves as a recreational locale providing diverse and interesting pursuits, such as sections where children can play, swimming pools that feature water slides, and expansive areas where families can relax. The park consistently improves its facilities, promoting a pleasant setting for families, which guarantees a satisfying and comprehensive visit. This location is attractive to the local population and holds substantial promise for attracting tourists from outside the immediate area.

The writer conducted the preliminary study by visiting the place. In obtaining information, the writer conducted a preliminary survey by interviewing the owner of Tiara Jember Park Waterboom. To promote this tourism destination, the owner utilizes social media as a strategic tool to enhance visitor engagement and expand market reach. The platforms used include Instagram (@tiarajemberparkwaterboom), Facebook (Tiara Jember Park Waterboom), TikTok (@tiarajemberparkwaterboom), YouTube (@tiarajemberparkwaterbom) and WhatsApp (081235764855).

The owner said he used Instagram and TikTok to advertise his destination. He found these platforms easier for sharing information compared to Facebook and YouTube. On Instagram and TikTok, he often posted photos and videos showing off the place's facilities and looks. But these efforts not brought in as many visitors as he hoped. This poor performance stems from the lack of details in the shared photos and videos. Many posts displayed people enjoying the spot without giving much info about what you can do there or what is available. Because of this, the posts come across more like daily ads rather than helpful content about what the place offers.

Also, the owner stated that before COVID-19 there was a high inflow of visitors to this area between 2011 and 2018, up to 80% - 85%. However, visitation by 45% from 2019 to 2021 as some facilities shut through the pandemic. This scenario resulted in short-term shutdowns due to fresh regulations regarding COVID-19. The location has been rebuilt and expanded by its owner since then, this is scheduled to continue until 2024.

From this interview, the writer obtained information regarding specific requirements for promotional media. The owner expressed the need for a bilingual website to promote the location and its facilities effectively. Internet media can convey complete information and have a broad reach worldwide. Therefore, selecting

website promotional media will help promote Tiara Jember Park Waterboom.

Websites as promotional media have advantages. One of them serves as a platform to promote local businesses, such as restaurants, hotels, and attractions, which can, in turn, boost the local economy through tourism (Jones et al, 2016). Websites allow travelers to easily and quickly access information about destinations, accommodations, and activities. This helps shape a positive image of the destination and attracts visitors (Garcia, 2021). With this mind, it is expected that this website will be in bilingual Indonesian and English, which can be used as promotional media for Tiara Jember Park Waterboom and help the owner attract international visitors and reach the target.

## **1.2 Objective**

The objective of the final project was to make a bilingual website as a promotional medium for Tiara Jember Park Waterboom.

## **1.3 Significance**

The report and the product can give advantages to the following parties.

### **1.3.1 For the Writer**

In the final project, the writer could utilize her content creation skills, her ability to translate from Indonesian to English, and her design expertise to create a website product. Additionally, this experience provided the writer with valuable insights into promotional media, particularly in developing a website.

### 1.3.2 For Owner Tiara Jember Park

The website can be a personal branding tool for Tiara Jember Park and also helps establish a brand identity. It serves as a comprehensive source of information, including details on attractions, events, and facilities.

### 1.3.3 For the Viewers

Viewers can effortlessly access comprehensive, and the staff will update the information about facilities, amusement rides, location, pricing, and testimonials. This enhances the travel planning experience, making it more enjoyable and efficient while attracting viewers.

### 1.3.4 For the Student English Study Program

The product may serve as a valuable reference for students enrolled in English study programs who aspire to undertake a comparable final project, specifically Making a Bilingual Website as their final project.