

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is an activity of a traveling away from home which is undertaken by individual or group to visit and stay in another place for pleasure, refreshing their mind, studying and enjoying tourism attraction that is visited in the certain period. Based on the Government Act No. 10 of 2009 on Tourism, tourism is a form of interaction between tourists and local community, fellow travelers, central government, local government and industrialist. According to Naisbit (1994) as cited in Santosa (2002), once travelling was considered as privilege of the moneyed elite and now it is considered as a basic human right. This fact that travelling is required as a basic human life happens in many countries, including Indonesia.

Indonesia is a very rich country with so many unique cultures and beautiful tourism objects, that all as existing as from another country. Indonesia has so many beautiful beaches, forests, mountains, and many others, especially in East Java. Nowadays, there are many regencies in East Java that has tourism potentials. One of the regencies that has the tourism potential is Lumajang.

Lumajang is located at $112^{\circ}53'$ - $113^{\circ}23'$ east longitude and $7^{\circ}54'$ - $7^{\circ}23'$ south longitude. It is about 190 km from Surabaya, the capital of East Java. Lumajang is the small city in the East Java that well-known as a “Banana City”. There are many kinds of banana growth in Lumajang, such as Agung Banana (Large & Sweet Banana), Susu Banana (Small & Starchy Banana with Light Yellow Skin) and Barlin Banana. The regency of Lumajang includes the western area of the regency of Malang, the eastside of Jember and the north of the regency of Probolinggo. Lumajang is surrounded by three mounts, there are Bromo Mountain, Lemongan Mountain and Semeru Mountain. Actually, Lumajang has so many tourism destination potentials. Unfortunately, there are lot of tourism objects in Lumajang that are still unknown. One of them is Candipuro District.

Candipuro District is located altitude region about 322 meters dpl (above sea level), with rainfall about 2.018 mm/year. It is divided into 10 villages, including Jugsari Village, Jarit Village, Candipuro Village, Sumberejo Village, Sumberwuluh Village, Sumbermujur Village, Penanggal Village, Tambahrejo Village, Kloposawit Village and Tumpeng Village. There are many tourism objects in Candipuro District, such as Bamboo Forest, Tirtosari Swimming Pool, Gedhong Putri Temple and Maling Aguno Sakti Cave. Because Lumajang has so many tourism objects and unique cultures, District Agency Tourism and Culture of Lumajang has some media to promote its tourism objects.

Various attempts were made to promote tourism objects in Lumajang. The promotional media that could be accessed freely by the public were website and promotional video. Unfortunately, those media did not have complete information. The website was not updated and there was no detail information about tourism objects in Candipuro District. In addition, the promotional video just explains about general information in Candipuro and it does not complete. Besides, some tourism spots in the certain place are not covered by a good internet access and there was no guidebook about Candipuro District. So, it is important to provide a guidebook about tourism objects in Candipuro District. It will be easier to bring the Guidebook wherever the tourists go on holidays rather than website and video that require internet access and electronic device. The existence of guidebook will help to promote kinds of tourism objects in Candipuro District and to attract more visitors because a guidebook is a book that shows the way by leading, directing and providing specific information there.

Based on the reason, I decided to create a guidebook entitled “The Marvelous Nature and Historical Culture in Candipuro District”. It was created to give more information about Bamboo Forest, Tirtosari Swimming Pool, Maling Aguno Sakti Cave and Gedhong Putri Temple, to be used as a media to promote tourism objects in Candipuro for tourists and then to show this district to be a tourism destination. The guidebook would explain completely about short description, history, map, culture, art and accommodation in Candipuro District.

1.2 Objective

The main objective of this project was to Developing a Guidebook as a promotional media that can help District Agency for Tourism and Culture of Lumajang to promote Candipuro tourism.

1.3 Significances

The significances of my final project are:

1. For the Writer

The writer can fulfill requirements of graduation by to finishing this project in the fifth grade of English Study Program, Politeknik Negeri Jember, and also can increase the experience or skill for creativity, language skill and communication skill.

2. For District Agency for Tourism and Culture and of Lumajang

Lumajang tourism can use the product of the final project as an additional promotion media for District Agency for Tourism and Culture of Lumajang.

3. For the Students of English Study Program of State Polytechnic of Jember

The availability of additional source and information and the product will be reference for students of English Department who want to conduct similar product especially in developing a Guidebook.