

CHAPTER I. INTRODUCTION

1.1 Background

Tourism is one of the biggest sectors that influences the development of global economic. Indonesia is one of countries that has wonderful tourism sector. Several tourism objects in Indonesia which can attract tourist are natural, heritages, culinary delight, agro-tourism and cultural tourism. Soebagyo (2012) based on TAP MPR No. IV/MPR/1978 stated that Indonesia's tourism should be enhanced and expanded to increase the country's income, provide job vacancy and introducing the local culture.

A small region of Indonesia that has potential tourism sector is Banyuwangi. Banyuwangi is easternmost district of East Java that can attract visitors significantly. It is shown in the current *LKPJ (Laporan Keterangan Pertanggungjawaban 2014-2015)* of Banyuwangi Regent, that in 2014 the visitors of Banyuwangi's tourism are 1.538.472 and in 2015 the visitors became 2.168.302. One of tourism objects that supports the increasing number of visitors in Banyuwangi is cultural tourism.

One of cultural tourism products in Banyuwangi is tourism villages. Tourism villages usually offer the tourists with some cultural tourism objects. For example, *Kampung Wisata Temenggungan (Kawitan)* that is located in the center of Banyuwangi subdistrict. *Kawitan* is one of potential cultural tourism although this is the newest one in Banyuwangi. This village has the origin of culture that is known as Barong Banyuwangi. Besides, Kawitan also has another art culture named Jazz *Patrol* Music and has traditional foods. Additionally, *Kawitan* has some historical tourism objects such as and Pendopo Saba Swagata Blambangan and Rumah Gebyok Osing. Spiritual tourism object that is *Sumur Sritanjung Kawitan* also has an annual festival known as Festival *Kawitan*. This festival shows all the cultures of *Kawitan* like Barong dance, and Jazz *Patrol* Music. Plenty of tourism objects are potential to make the foreign and domestic tourists interested in visiting *Kawitan*.

Eventhough *Kawitan* has wonderful tourism objects, this place has not been much known by visitors. The secretary of *Kawitan* said that the number of visitor of *Kawitan* in a month was only around 10-40 visitors. Based on the statement of the chief of *Kawitan*, it happened because *Kawitan* does not have any promotional media to promote its potentials. Meanwhile, the chief of *Kawitan* also said that it will be easy for the management of *Kawitan* to promote their tourism village if there are promotional media.

Therefore, in this final project the writer made a promotional media in the form of a tourism guidebook. This promotional media is intended to promote and inform the visitors about the wonder of *Kawitan*, how to get there and where to stay. Tourism Guidebook is one of printed media that contains some tourism object photos, the history of the place, transportation and facilities information. The tourism guidebook had made in bilingual form; those are *Bahasa Indonesia* and English. This bilingual tourism guidebook provides the visitors hands-on information to guide their journey.

1.2 Objectives

The Objective of this final project is to make a tourism guidebook entitled “The Origin Land of Barong Banyuwangi”

1.3 Significances

Based on the objective above, the significances of this project are:

1.3.1 The Writer

The writer is able to apply the skill in Writing and Translation.

1.3.2 The Students of English Department

This project becomes a reference for the students of English Department who want to conduct final project, especially in making bilingual tourism guidebook.

1.3.3 The Management of *Kawitan*

This project help the Management of *Kawitan* provide complete information about *Kawitan*.

1.3.4 The District Agency for Culture and Tourism of Banyuwangi

This project help the district agency for culture and tourism of Banyuwangi provides complete information for tourists who want to come to Banyuwangi.