

CHAPTER 1. INTRODUCTION

1.1 Background

The tourism sector became one of the potential areas developed by Indonesian government. The abundance of natural resources of Indonesia and the unique local culture, provides the main attraction for domestic and foreign tourist. It is not surprising until now, Indonesia's tourism sector became one of the contributors considerable funds for regional revenue in Indonesia (Aufa, 2014).

Utilizing the abundant natural resources, the communities in several regions of Indonesia are now starting to optimize the tourism sector by developing tourism villages. This strategy was purposely built by community to invite the local and international tourist to know better our natural heritage, culture, and local tradition. Tourism village giving freedom for community to manage their village as well as possible. Through the tourism village, the community can be directly involved in the promotion of cultural, natural, historical, and artistic attractions in their village. So it will increase economic growth, increase social welfare, resolve unemployment, preserve the natural, environmental, and cultural (Lestari, 2010).

Tambaksari tourism village is one of many tourism villages in Indonesia. Tambaksari tourism village is located in the Tambaksari village, Purwodadi, Pasuruan, East Java. Since declared on July 31, 2010, this tourism village widely brings in tourist (Kusuma, 2014). This village has many historical sites such as Mahkutoromo, Eyang Semar, and Sepilar Temple. Tambaksari village also has a very beautiful nature, especially Mt. Arjuna.

Tambaksari village is the last village before the tourist, especially hikers, continue their hiking. The challenging track such as up and down, up hill and the corners are challenging that favored by hikers. A beautiful view in every hiking track, makes Tambaksari track most desirable by many hikers. Not only that, the historical site that spreads on the hiking track also makes Tambaksari village more beautiful. Among the most popular is the Antaboga cave. Every Legi Friday, especially in the Asyuro month (in Hijriyah calender), Antaboga cave visited by

many pilgrims as a place to find peace of life. Another popular site is Sepilar temple. A temple that believed by many hikers as the entrance into the world of the unseen.

In this village, there is a place of the crash meteor on February 14, 1975 (Kusuma, 2014). But, the meteorite stone could not be found again because it was brought to the museum in Jakarta. But, not only historical sites, in Tambaksari village the tourist can also enjoy agrotourism such as coffee, durian, rambutan, mango, etc. Coffee from Tambaksari village is the best coffee in Pasuruan. Likewise with durian (Kusuma, 2014).

However, Tambaksari Village has no promotional media such as official website that can promote the village to tourist. So far, according to the chief of Tambaksari village, it never had any promotional media. Information on the internet is still limited because only discussed by bloggers. Consequently, a lot of wrong information provided to tourist.

With the existence of these problems, promotional media is needed, especially the website. Because a website is a medium that is easily access by anyone and anywhere. This website is intended to further expand the information and promotion. Website of Tambaksari will be made in 2 (two) language, that is Bahasa Indonesia and English. And will feature about all existing tourism and maps of tourism object. Expected the user (tourist and potential tourist) can easily find the way or track to get to Tambaksari tourism village. The existence of convenience gained, it will increase the number of tourists who visited the Tambaksari village to traveling. It can give contribute to increased incomes. For these reasons, I decided to make a website for Tambaksari tourism village using Wordpress CMS software and use programming languages such as HTML, PHP, and MySQL as the database.

1.2 Objective

The objective of this Final Project is making a website for Tambaksari tourism village that can be used as information media by the local, domestic and foreign tourist.

1.3 Significances

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

1) To the writer

I can apply the skills of writing, translation and English for Tour and Travel.

2) To Tambaksari Tourism Village

This website can be used as a promotional media to promote the village, so that it can attract the tourist to visit Tambaksari.

3) To the tourist or visitor

Giving more information about Tambaksari tourism village, so that they become interested to visit Tambaksari, not only for local tourist but also for foreign tourist.

4) To English Study Program

This project will be a reference for student of the English Study Program who want to conduct project especially in creating a website.