

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism in Indonesia has significantly transformed into some categories. They are sustainable tourism development, village tourism, and ecotourism, Sastrayuda (2010). He added that today's tourists were mostly nature based which meant that they did not only seek for beautiful nature, but also approached much more preservative and conservative activity offering direct interaction to local society called ecotourism. In line with that situation, Indonesia government has long been trying to develop a new model of alternative tourism called agrotourism which actually was closely related to ecotourism. There were many popular agrotourism objects in Indonesia especially in east java, such as tea plantation in Malang, cacao and tobacco plantation in Jember. There was also a new model of agrotourism that relies on society farmland that mostly lives in remote area, for instance, *Desa Wisata Lombok Kulon* located in Bondowoso, east java. It is a small village which is well-known to be potentially producing organic rice field in a massive way.

This agrotourism object offers special agrotourism attraction such as method of planting rice field and breeding fish organically. Besides, tourists also can enjoy adventure tour, such as *Tubbing* and go cycling. Additionally, tourists can spend night in homestays and local society's house for accommodation. The reason behind choosing this agrotourism object was owing to the fact that *Desa Wisata Lombok Kulon* needed to be exposed deeply for its development in terms of tourism aspect in the future and that was why to make it happen the writers needed to make a guidebook for this object.

In the preliminary study, chief manager of this organic agrotourism object stated that there were basically two weaknesses in this tourism object. First of all, local societies found difficulties in delivering sufficient information to the foreign visitors that actually there were around fifty visitors in a month. Second of all, it was in availability of information and promotion media. Based on interview, the

management tried to develop Website to provide adequate information indirectly. But, this has not been well-managed by its developer. For that reason, this final project intended to develop a guidebook entitled “Bondowoso: The Land of Organic” due to the fact that the existence of a guidebook was necessary to add any promotion and information media that already existed in *Desa Wisata Lombok Kulon*. A reason behind developing a guidebook rather than any other media was because it offered ease of access for readers.

The book is aimed to the local and foreign tourists and exposes the activity of agriculture, fishery, special tourism attraction, and available accommodation and agriculture productions starting from the beginning of the process until the finishing of the process. Accordingly, it is used for additional media to the tourists and a media of promotion in order to introduce people, especially outside the rural area that this village is worth not only to be visited but also to be improved developed eventually.

1.2 Objectives

After considering about the main issue of explanation above, it was essential to develop a bilingual agrotourism guidebook for *Desa Wisata Lombok Kulon* providing accurate information about this object to local and foreign visitors.

1.3 Significances

This final project eventually gave benefits for the following parties:

1.3.1 The Writer

The product became a media for the writers to apply speaking and writing skills as well as language components such as grammar, vocabulary, and translation. Besides, the writer also applied public speaking and public relation.

1.3.2 The Readers

This product became a reference for potential readers particularly local and foreign tourists to lead them visits this *Desa Wisata Lombok Kulon* later.

1.3.3 Desa Wisata Lombok Kulon

It completed additional media for conveying information and promoting the agrotourism object to local visitors and to foreign visitors.

1.3.4 The English Department

It became an additional reference of agrotourism guide book for next students who do similar final project later with different agrotourism object. Besides, it also provided sources and references for lecturers who needed materials for their lecturing class.

1.3.5 Politeknik Negeri Jember

The book added the collection of student's publicity to library of *Politeknik Negeri Jember* that made the institution more popular to society.