

## **CHAPTER I. INTRODUCTION**

### **1.1 Background**

Indonesia is one of countries in the world which characterized with the abundance of its nature and culture. This country, ranged from volcanoes, forests, beaches, lakes and caves and also the traditional dances and social life, that they can become important tourism destinations in national and international level. The cultural potential was very rich. There are more than 200 million people spread in around 17 thousand islands, originated with over 470 tribes, and the people speak in more than 700 local languages (Hanafi, 2006) cited in Ardiwidjaja (2013:2). This is reinforced by the existence of each ethnic group that having diversity of art. The inherent diversity of vernacular in each region and the cultural heritage of the past, proves that Indonesia has a remarkable cultural asset as a huge national identity.

Java becomes the region with many historical relics that spread in the whole Java that has the potential to be a cultural tourism. As the result of the diversity of ethnic that produces dances, music instruments, and customs. The last few years, several cities in Java develop a concept of a fashion carnival. Besides the carnival fashion itself there also a carnival held to commemorate the anniversary of the city which is held regularly by the city. As well as the movement of rituals and religious ceremonies are believed to be the beginning of the emergence of traditional dance, which is become a tool to convey a religious message and expression of the soul. From the art itself, batik known and evolve belongs to the people themselves. Batik, which tells of a territory through the image on the cloth, becomes an invaluable asset.

East Java area also has potential tourism objects, for example Probolinggo, Lumajang, Jember, and Situbondo. Probolinggo was one of cities in East Java that has become one of wonderful destinations for local and international tourists. Probolinggo is known as “The Thousand Parks City” because of its exceptional charm in exposing and has plentiful cultures particularly taking forms through its

famous batik named Bromo Batik, Kiprah Glipang Dance (Traditional Dance) and a cultural carnival called Yadnya Kasada. Similarly, Lumajang, known as “The Banana City” and “Austria Van Java”, it is one of cities that has some valuable historical relics of Majapahit Kingdom. In this city, some of the cultures are preserved through its batik called Lumajangan Batik, Topeng Kaliwung a traditional dance, and Jaran Kencak Carnival. Jember, known as “The Tobacco City,” is a densely populated city which is famous with an internationally-recognised carnival called JFC (Jember Fashion Carnaval). Besides, the city also has batik named Tobacco Batik and a traditional dance called Lahbako Dance. Situbondo, known as “Africa Van Java and East Side of Paradise”, is another marvelous city becoming one of the top destinations in East Java. The city has batik called Lente Batik, Remo Trisnawati Dance, and BSC (Best Situbondo Carnival).

The potentials culture in the four cities are very rich and deserve to be better known by the world as one of the cultural wealth of the world so it can be a stable tourism destination. However, the potential of these culture are still not fully preserved for the purpose to preserve a compound Indonesian identity and part of the cultural wealth of the world, especially developed as a planned for tourism purposes. One way to preserve and develop the cultural richness for tourism purpose is to open the opportunity of local potentials that exist can be accessed and known to many people. Similarly, the variety of the potential culture regions in Indonesia, the wealth can be preserved and developed for tourism purposes when there is no media to introduce and promote the potential wealth appropriately.

Need Analysis is one of the basic step to start this project. Need Analysis is done to know whether something is needed or not. Need Analysis had been done before conducting this project and the result of Need Analysis is guidebook actually needed to promote the cultural tourism potentials in Probolinggo, Lumajang, Jember and Situbondo. It is become the reason why the writers choose guidebook as the product of this project.

The reason why the writers exposed the potentials cultural tourism exists in the four cities is that they to be known by the local community and the world. There were lot of media that are used to promote tourism potential for example guidebook, website, and holding the events. However, the most general information of printed media to promote those cities is a guidebook. Guidebook is one of printed media that is containing of the information about the tourism in each city and become a book in order to shows the way by leading, directing or advising someone who want to do something.

## **1.2 Objective**

The objective of this final project is to develop a tourism guidebook called “A Fantastic Four”: exploring the potentials of cultural tourism in Probolinggo, Lumajang, Jember, and Situbondo. This final project has explored the three cultural tourism potentials in these four cities, namely: cultural carnivals, traditional dances, and batik.

## **1.3 Significances**

After doing this final project, the writers expect that the output of the project in the form of a professional guidebook, would give benefits to the following parties:

### **1.3.1 To the writers**

The writers could apply their English skills related to cultural tourism particularly the writing skill. Additionally, they will learn basic methods of a case study research when exploring and finding the reality of cultures in the cities, as well as, learn how to develop a professional tourism guidebook.

### **1.3.2 To the District Agency for Tourism and Culture (Probolinggo, Lumajang, Jember, Situbondo)**

Developing and completing more information to the District Agency for Tourism and Culture for the tourist who would get complete information about cultural tourism.

### 1.3.3 To the visitors

Present to the visitors about the potential cultural tourism in each city (Probolinggo, Lumajang, Jember, and Situbondo) especially for Carnivals, Dances, and Batik. So, the tourists would be interest to visit in that city.

### 1.3.4 To the society of each city (Probolinggo, Lumajang, Jember, Situbondo)

This guidebook could attract the tourist to enjoy the cultural tourism and the society in each city could preserve that places. Except, increase the income of the society also.

### 1.3.5 To Politeknik Negeri Jember

Become the one of references for the under level students and complete the collection book of library in Politeknik Negeri Jember.