

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Nowadays, tourism has played an important role in human life. International organizations like United Nation, World Bank, and World Tourism Organization admit tourism as a part of human life, particularly in economics and business field. According to Naisbit (1994) as cited in Santosa (2002) that once traveling was considered as privilege of the moneyed elite and now it is considered as a basic human right. This fact that travelling is regarded as a basic human life happens in many countries in the world including in Indonesia (Santosa, 2002).

As a developing country, Indonesia has gained more visitors visiting tourism objects in these recent years. The visitors are not only domestic ones but also foreign ones. It can also be seen in data obtained from *Kementerian Pariwisata* (2015) that the number of foreign visitors visiting various tourism objects in Indonesia from January to September 2014 was 6.946.849. It rised up 3,53% into 7.191.771 per January to September 2015. The superiority of natural resources and cultures attract more visitors to visit Indonesian tourism destination. There are 17.508 islands and 6000 of them are uninhabited islands. It causes a wide ranges of various cultures and natural resources. The beaches in Bali, diving areas in Bunaken, Mount Rinjani in Lombok and some of national parks in Sumatra are several examples of Indonesian natural tourism destinations. Meanwhile, traditional dances, songs, and attraction are some of attractive Indonesian cultural tourism destinations. Indonesian tourism sector is supposed to develop economy of the societies because it is constituted as an essential sector. Tourism is a sector that has big income potential and creates a lot of job opportunities. It needs less investment compared to other sectors like petroleum and mine (*Kementerian Pariwisata*, 2015). As a result, the existence of tourism development program will make the prosperity of the societies around tourism destinations develop well. Recently, the government has attempted and decided to

develop tourism village as the newest tourism category to attract tourists' attention. One of the regencies that was promoted as a base for category tourism village is Bondowoso.

Bondowoso is one of the regencies located in the eastern part of East Java. Bondowoso is the only regency in *Tapal Kuda* with no coastal line because it is surrounded by several mountains. The western part of Bondowoso is a mountain range called Iyang Mountain and in the eastern part is Ijen Mountain. In the southern and northern parts, Bondowoso borders on Jember and Situbondo. There are many natural tourism destinations in Bondowoso such as *Kawah Ijen*, *Kawah Telaga Weru*, *Kawah Wurung*, Blawan Water Fall, stalagmit cave, and Hyang mountain defile. Actually, Bondowoso has a big tourism destination potential. Due to its difficult access, it makes not many people know tourism objects in Bondowoso. Meanwhile, Bondowoso government has been successful in dividing the tourism destination objects into cultural, natural, and historical tourism destinations. It helps the visitors find tourism destination that they are going to visit easily. One of the cultural tourism destinations in Bondowoso is *Padepokan Seni Gema Buana*.

*Padepokan Seni Gema Buana* is a place functioned as the central of cultural tourism village in Prajekan Bondowoso. *Padepokan Seni Gema Buana* was established by the awareness of the society about the culture potential in Prajekan. The societies, then, pointed some groups of people in the village to develop the potential of their culture. They also built a place for exercising and discussing about pop art of Bondowoso. By the time goes, *Padepokan Seni Gema Buana* has found and learned more about Bondowoso cultures. It brought out original cultures from Bondowoso such as dancing, singing, and doing attraction. It then took the local government's attention and as a result, in 2013, the local government acknowledged Prajekan as a culture-based tourism village.

Based on the result of an interview with Mr. Sugeng (the chief of *Padepokan Seni Gema Buana*), I found out that *Padepokan Gema Buana* had sufficient human resources as performers to show Bondowoso pop art. On the other hand, *Padepokan Seni Gema Buana* still had a problem in managing,

introducing, and promoting their culture-based tourism village to tourists since it only depended on general promotion done by *Dinas Pariwisata Kabupaten Bondowoso*. According to Mr Sugeng, it is necessary to provide a private booklet about tourism village in Prajekan Bondowoso because booklet is easier to be accepted by people rather than website and video that require internet access and electronic goods watch. The existence of the new booklet will help to promote the tourism village and to attract more visitors rather than the old booklet that only showed general information on all tourism objects in Bondowoso.

Thus, I decided to create a booklet entitled “The Magnificent Culture of Prajekan Bondowoso” to give more detailed information about activities of tourism village in Prajekan, to be used as a medium to promote the village to tourists, and to show that this village is worth not only to be an object of researches but also as a tourism destination. The booklet is published bilingually using Bahasa Indonesia and English and it discusses complete cultures in Prajekan tourism village, the histories, and the accommodation to get there.

## **1.2 Objective**

The objective of writing this final project was to develop a booklet for *Padepokan Seni Gema Buana*. It aims at giving information and promoting the existence of tourism village in Prajekan Bondowoso using bilingual for both local and foreign tourists.

## **1.3 Significances**

This final project is expected to be beneficial for the following parties.

### **1.3.1 The Readers**

The booklet provides detailed information for the readers about the cultural activities of tourism village in Prajekan, the histories, and the accommodation to get tourism village in Prajekan Bondowoso.

### 1.3.2 The Writer

The booklet could be a medium for the writers to practice their English. Besides, it gives the writer more knowledge about tourism potential especially in cultural aspects.

### 1.3.3 The Tourism Village

The product can be a medium of information to promote the tourism village in Prajekan to local and foreign visitors.

### 1.3.4 The English Department

The booklet can be an additional material for the English Department of State Polytechnic of Jember about tourism village. In addition, the booklet can be a reference for students who will develop the same product.