

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is known for its strong tourism potential, with natural beauty from Sabang to Merauke. This potential is supported by rich culture, traditions, and historical values that attract both domestic and international tourists (Ashab et al., 2024). In sustainable tourism development, Community-Based Tourism (CBT) has become an important approach. Based on Wijaya & Sudarmawan (2019), this concept positions local communities as the main actors by involving them in various tourism activities to ensure that tourism benefits can be shared fairly with the community. CBT is also relevant for application in Jember, one of the regencies in East Java with diverse and continuously growing tourism potential (Wardhani & Kurniawati, 2025). With this potential, Jember has the opportunity to develop tourism that is based on CBT by actively involving local communities in tourism development to strengthen the regional tourism sector.

In the development of CBT, language plays an important role in communication among tourists, local communities, and other tourists (Yukuri et al., 2024). Language becomes a main communication tool that helps people understand information about destinations, local culture, and traditions more easily (Abni, 2024). Through language, information about culture, activities, and local values can be conveyed more clearly to visitors. Language ability is one factor that supports tourists comfort and satisfaction during their visit. This situation is also experienced in the Sudut Kalisat Community (SKC), which has begun to receive visitors from various regions. Therefore, effective communication becomes increasingly important for supporting tourism activities and providing a positive experience for visitors.

Kalisat itself has a significant historical background that contributes to its tourism potential. In the past, Kalisat was the center of a “*Kawedanan*”, an administrative region that functioned under a regency and above a district during the Dutch Colonial period and several years after Indonesian independence. The

development of plantation industries in Jember greatly influenced the growth of Kalisat, as the area became closely connected to plantation activities owned by Dutch entrepreneurs. The success of the plantation sector transformed Kalisat into an important economic and social center in eastern Jember. Several historical sites still reflect this past significance, including the former Armed Forces that operated in the 1960s–1970s and were located northeast of Kalisat Railway Station. These historical traces demonstrate that Kalisat possesses valuable cultural and historical resources that can be preserved and promoted through community-based tourism initiatives.

SKC, located on Jl. KH. Dewantara, Kalisat, Jember, is known for its efforts to preserve the history of Kalisat and as well as local cultural traditions and community memories through various cultural activities. Based on observations during the preliminary study conducted by the writer on December 11, 2025, SKC organises several programs that introduce visitors to the history and cultural identity of Kalisat. One of these activities is *Merokat Kenangan*, a cultural program inspired by the concept of “*Rokat*” in Madurese culture or “*Ruwatan*” in Javanese tradition, which is commonly performed as an expression of gratitude for blessings received. *Merokat Kenangan* serves as a medium for recalling historical memories, strengthening community identity, and encouraging the preservation of local cultural values. Another activity organised by SKC is the *Kampung Lorstkal Festival* (FestKals), a community celebration held for residents of *Kampung Lorstkal*, an area located north of Kalisat Railway Station. This festival promotes community participation through various activities such as colouring competitions, cooking contests, film screenings, art performances, and choir performances by local residents. The festival provides a space for interaction among community members while highlighting local creativity and cultural expression.

One of the most well-known programmes organised by SKC is Kalisat Tempo Dulu (KTD), an annual event held since 2015. Initially, KTD focused on displaying old objects, archives, and photographs collected from local residents. Over time, the event evolved into a broader cultural and historical exhibition featuring family photographs, plantation records, and the everyday life of the past.

These archives were obtained by local residents. In recent events, including KTD 10, the program has expanded to include seminars involving artists and researchers from various backgrounds and regions who present and discuss their research findings. In addition, visitors can enjoy visual art exhibitions featuring paintings, calligraphy, and other works of art. Based on interviews with the owner and members of SKC, the main difference between *Merokat Kenangan*, FestKals, and KTD lies in their focus. *Merokat Kenangan* emphasises cultural reflection and historical remembrance; FestKals focuses on community celebration and participation; while KTD serves as a historical exhibition and educational event that documents and interprets the history of Kalisat through archival materials and cultural discussions.

These activities show that SKC has strong potential for community-based tourism, as the community actively manages archival materials as historical evidence and organises various events that preserve and promote local history and culture. The number of tourists visiting SKC has continued to increase every year, including visitors from Japan, the Netherlands, Australia, Hong Kong, and Taiwan, with the total number of international tourists reaching approximately 10 visitors. This increase indicates that SKC has begun to attract attention not only from domestic tourists but also from international visitors. However, based on interviews conducted by the writer, several Japanese tourists had difficulty understanding the content of KTD because most of the information was delivered only in Indonesian. As a result, international tourists require supporting media in English that can help them independently understand local activities, cultural practices, and historical information.

To respond to this situation, SKC needs to improve how information is provided to international tourists. The available information is mostly delivered through social media, such as Instagram @sudutkalisat (<https://www.instagram.com/sudutkalisat?igsh=OTNiZjl1OTNtaWVm>), which has around 11,000 followers and serves as a promotional platform to introduce SKC as a heritage-based tourism destination by showcasing documentation of cultural and tourism activities. Although social media effectively promotes events and attracts visitors, the

information available remains limited and is mostly presented in Indonesian. Thus, international tourists may face challenges in fully understanding the cultural meanings and historical context behind the activities presented. This condition indicates the need for a more systematic, accessible, and educational medium. One suitable medium is a bilingual *Bahasa Indonesia bagi Penutur Asing* (BIPA) pocketbook because it is practical, easy to distribute, and effective as an educational resource (Bahari et al., 2025).

In response to this problem, the writer discussed with the SKC owner the development of a BIPA pocketbook. Developing a BIPA pocketbook is a practical way to support the information needs of international tourists and encourage more visitors to visit SKC. This pocketbook is designed as a simple medium containing basic vocabulary, daily expressions, and brief explanations of activities and culture at the KTD event. The pocketbook was presented in bilingual form, in Indonesian and English. Indonesian is provided for local tourists, while English is chosen as an international language commonly understood by foreign tourists. It is expected that this BIPA pocketbook helps tourists understand the information more easily. With the presence of this pocketbook, communication problems in SKC can be reduced, and the tourist experience improved.

1.2 Objectives

The objective of this final project is to develop a BIPA pocketbook for tourism at the KTD as one of the events of SKC. The pocketbook is available in Indonesian and English to help international tourists understand information about the event.

1.3 Significances

Based on the objective above, the significance of this final project can be beneficial for several parties:

1.3.1 For The Writer

This final project helps the writer improve writing and translation skills and gain experience in developing BIPA learning materials.

1.3.2 For Sudut Kalisat Community

This final project provides SKC with a BIPA pocketbook to support cultural activities and introduce local culture to both local and international tourists.

1.3.3 For The Readers

This final project helps readers understand the content of cultural information related to the KTD event.

1.3.4 For the Student of English Study Program

This final project serves as a reference for students in the English Study Program who want to develop bilingual learning media, especially BIPA pocketbook.