

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelagic country with abundant natural resources and diverse cultures, making it a strong potential for tourism development. According to data from the Badan Pusat Statistik (BPS), the tourism sector showed positive growth, with the number of international tourist arrivals increasing by 9.44 percent from January to June 2025, reaching 7.07 million visit (BPS, 2025). This growth encourages the development of various types of tourism, including educational tourism that combines recreation with learning experiences. Educational tourism is designed to provide visitors with opportunities not only to enjoy tourism activities but also to gain knowledge and educational values. One of the cities that has the potential to develop this type of tourism is Jember. The city is widely known for its tourism potential and cultural events, such as the Jember Fashion Carnaval, which attracts both domestic and international tourists. The presence of such events also opens opportunities to introduce other tourism destinations in Jember.

One of the educational tourism destinations that is interesting to visit in Jember is Kampoeng Batja Jember. Kampoeng Batja Jember is an educational tourism facility based on a Community Reading Space (Taman Bacaan Masyarakat/TBM) (Sandy, 2018). It provides a learning environment that encourages reading habits, creativity, and community- based educational activities. Kampoeng Batja Jember is located on Jalan Nusa Indah, Krajan, Jemberlor, Patrang District, Jember Regency, East Java. Through various educational and literacy activities, this place becomes a unique destination that combines tourism with educational values for visitors.

To obtain more in-depth information about Kampoeng Batja Jember, the writer conducted a preliminary study with Mr. Iman Suligi, commonly known as Kung Iman, the founder of Kampoeng Batja Jember. Through this preliminary study, it was found that Kampoeng Batja Jember used several social media platforms as promotional media, including Instagram (@tbm_kampoengbatja), YouTube (KanalKoeng), and the official Facebook page (@ImanSuligi). Among

these platforms, Instagram was the primary promotional medium, containing information about daily agendas, contact information, activity highlights, and posters for literacy programs organized in collaboration with various communities. However, the Instagram account was last updated on December 8, 2025. Although these social media platforms provided promotional content, they could not present complete and well-organized information about Kampoeng Batja Jember in one place. As a result, visitors found it difficult to access comprehensive information about its history, facilities, book collections, literacy products, programs, activities, and visitor information.

Therefore, Kung Iman expressed the need for a dedicated website that could serve as both a promotional and informational medium. After discussing the project with the writer, Kung Iman requested the development of a website that would provide complete and up-to-date information about Kampoeng Batja Jember, including its history, book collections, facilities, literacy products, programs and activities, and visitor information. Since Kampoeng Batja Jember had also been visited by international visitors, the owner requested that the website be developed in both Indonesian and English to reach a wider audience. It was expected that the website would strengthen Kampoeng Batja Jember's digital promotion and make comprehensive information more accessible to both local and international visitors.

A website was chosen because the use of digital media becomes an effective solution for delivering information to a wider community. According to Susanto et al. (2017), designing a website as a promotional medium helps promotional activities and information delivery, and improves marketing through active and efficient promotional media. In addition, a website can contain a lot of content such as information and images, and it can also serve as a medium for communication or interaction through comments. A website can be easily updated and customized so that the content remains current and relevant. By creating a bilingual website as a promotional medium for Kampoeng Batja Jember, the writer hoped that this medium would help develop and increase domestic and foreign visitors and provide complete and up-to-date information for Kampoeng Batja Jember visitors.

1.2 Objective

The objective of this final project was to create a website as a promotional medium for Kampoeng Batja Jember to reach both local and international visitors.

1.3 Significance

Based on the objectives above, the significances of this final project are as follows:

1.3.1 For the Writer

This final project benefited the writer by providing an opportunity to apply the knowledge gained during the study and improve technical and analytical skills through website development.

1.3.2 For Kampoeng Batja Jember

This final project can serve as a digital promotional and information medium that helps increase public reach and supports the sustainable development of the Kampoeng Batja Jember literacy community.

1.3.3 For Viewers

This final project can benefit viewers by providing easily accessible digital information that helps them understand the activities and attractions of Kampoeng Batja Jember. Through this information, viewers are expected to gain greater awareness of educational tourism and be encouraged to visit and participate in the literacy and educational activities at Kampoeng Batja Jember.

1.3.4 For Students of the English Study Program

This final project can be used as a reference for students of the English Study Program and as an example of applying English language skills in a real-world context.