

CHAPTER I

INTRODUCTION

In this chapter, the writer will discuss about the background of research, problem formulation, purpose and benefits in conducting this research.

1.1 Background

Tourism is a process of seeking authentic experiences consisting of objective, constructive, and existential authenticity in various social contexts (Sang, 2018). Objective authenticity refers to elements of the original that are unchanged by tourists. Constructive authenticity encompasses the way culture and traditions are interpreted and presented to visitors, often customized to create engaging experiences. In general, tourism is a type of recreation that involves travelling out of the place of residence with main functions that include economic, humanitarian, ecological, and social aspects (Montenegro, Marques, & Sousa, 2022). From an economic perspective, tourism not only creates jobs and stimulates local economic growth through tourist spending on accommodation, food, transportation, and various recreational activities, but also has the potential to act as a catalyst for new investment and the development of the small and medium enterprise sector in tourist destinations. The humanitarian aspect of tourism includes valuable cultural exchanges between tourists and residents, enriching individual experiences and promoting cross-cultural tolerance and understanding

The importance of tourism promotion in tourist destinations cannot be ignored, and requires efficient resource management and careful strategic planning by destination marketing organizations. This statement illustrates the complexity of the task faced by stakeholders in developing and maintaining a destination's appeal. Florido-Benítez (2020) highlights the importance of running promotions that not only attract, but also empower tourists to visit the destination. In this context, efficient resource management becomes a crucial cornerstone to

ensure that a destination's natural, cultural and infrastructural attractions are sustained. A well-thought-out strategic plan is also needed to design targeted promotional campaigns, utilize technology, and identify potential market segments. Thus, tourism promotion is not just about increasing visitor numbers, but also providing long-term benefits to the tourism industry and local communities, in line with the vision advocated by Florido-Benítez (2020).

In a world full of information and fierce competition in the tourism industry, originality emerges as a key element that gives appeal and uniqueness to every story presented in travel writing books. This statement illustrates the importance of having original and authentic narratives as an effective strategy in turning travel stories into a very compelling promotional tool, especially in marketing tourist destinations as stated by Satrya (2023). With originality as the main focus, stories in travel books can offer fresh perspectives, unique experiences, and an in-depth look at a particular tourist destination. As such, travel writing books are not only a record of travel, but also a powerful promotional tool, taking readers on a visually and emotionally stunning journey to various destinations.

Jambu Village, located in Gelumbang, holds tremendous potential as a tourist destination that presents unspoiled natural beauty. Recently, the spotlight has been on its newest tourist destination, the Mengkuang River, which was officially opened to the public. The clarity of the river and the freshness of the water have made this river a major attraction for visitors. The Mengkuang River itself was formed naturally without human intervention, adding to the magic and authenticity of the place. However, this river has not been explored and recognized by the community because it was only officially opened in early January 2024.

Therefore, in writing this short story, the writer vigorously introduces Jambu Village, especially the Mengkuang River, with the aim of inviting readers' interest and curiosity. With imagination-provoking details and in-depth depictions, the writer hopes to inspire readers to explore its natural beauty and uniqueness,

encouraging them to visit and appreciate the beauty of the Mengkuang River in Jambu Village.

1.2 Problem formulation

The problem formulation is how to write a good short story entitled “The Echoes Of Dusun Jambu” to introduce the Jambu village.

1.3 Research Purpose

The objective of the study is to produce a fictional narrative featuring the Mengkuang River as its setting, highlighting its captivating appeal as a tourist destination. Through the narrative, the aim is to offer readers an immersive experience, vividly portraying the river's natural splendor, cultural significance, and overall charm in an entertaining and captivating manner.

1.4 Research benefits

The results of this research were expected to provide benefits :

a. For the Writer :

- This research aims to broaden experience in conducting research and writing reports.

b. For the Readers :

- Providing information about Jambu Village through a short story.

