

CHAPTER I

INTRODUCTION

In this chapter, the writer describes the background, the problem formulation, the purpose, and the benefits of this final report.

1.1 Backgrounds

"According to Wahab (2018), *Pariwisata adalah suatu kegiatan manusia yang dilakukan secara sadar, yang mendapatkan pelayanan dengan cara bergantian antara orang-orang yang berada di dalam suatu negara itu sendiri atau bahkan di luar negeri untuk mendapatkan kepuasan yang beraneka ragam dan berbeda antara orang yang satu dengan orang yang lain.* Based on statement Wahab (2018), tourism is Tourism is a human activity carried out within the country itself or abroad to gain satisfaction and happiness.

Many countries rely heavily on the tourism industry as a source of taxes and revenue for companies selling services to tourists. Therefore the development of the tourism industry is one of the strategies used by Non-Governmental Organizations to promote certain areas as tourist areas to increase trade through the sale of goods and services to non-local people. One of the tourist attractions that people often visit is natural tourism, because natural tourism is the most comfortable place to take a vacation from the noise of the city. Nature tourism is a recreational and tourism activity that utilizes natural potential to enjoy the beauty of nature, whether it is still natural or there is already a cultivation business, so that there is a tourist attraction to the place.

Nature tourism is used as a balancer of life after doing very busy activities, and the atmosphere of the city crowd. So that by doing natural tourism our bodies and minds will be refreshed and able to work more creatively because nature tourism allows us to get physical and spiritual pleasure. In conducting natural tourism we must preserve areas that are still natural, provide economic benefits and maintain the cultural integrity of the local community so that they can become tourist villages, so that the village has tourism potential which is equipped with supporting facilities such

as transportation or lodging. Nature tourism is Indonesia's greatest wealth which must be kept clean and beautiful.

Indonesia is an archipelago country that is crossed by the equator and is between the continents of Asia and Oceania. So that it is known as a transcontinental country sandwiched between the Pacific Ocean and the Indian Ocean. As an island nation. Indonesia is a country that relies on natural resources in its tourism industry. Bali has long been a world tourism paradise with the beauty of the sea and beaches, as well as the management of its rice fields. Apart from the beauty of the sea and beaches, Bali also has other water attractions, namely waterfalls located in Wanagiri Village, Buleleng Regency. The waterfall, known as the Banyumala Twin Waterfall, is one of the favorite destinations for local and foreign tourists because it has its own exotic charm. This waterfall which has a height of about 20 meters is divided into two sides by large rocks. Apart from Bali, Palembang also has beautiful natural attractions, one of which is located in Bukit Batu Hamlet, Mendah, Jayapura District, East Oku Regency, namely a villa masin waterfall and hot springs. East Oku Regency actually has a lot of amazing natural tourism potential. Unfortunately, until now it has not been managed properly by the village government of Mendah.

The author is interested in promoting Villa MAasin Waterfall for the final report, after the author watches a vlog video on The Adventure Sumatran YouTube channel. The video clearly shows their difficulty in getting to the location of the waterfall due to the badly damaged road conditions. There are two other things that make them interested in visiting the Villa Masin Waterfall, namely there are hot springs that emerge from underground. According to residents, the hot water can cure skin diseases they experience. Near the waterfall there is also a rock that is large and has a large enough hole in the middle which is often called a gentongan or guren. The guren contains salty water which never runs out even though it is often taken by residents and visitors. Before it was crowded with visitors, the guren was just an elephant resting while drinking the water in the guren and according to legend, if

someone could touch the bottom of the guren, then that person would easily get a fortune.

Villamasin Waterfall is a new tourist attraction in Mendah Village and not many people know about Villa Masin Waterfall, because access to the location cannot be reached by four-wheeled vehicles. This is due to the terrain conditions which are not possible to be traversed using four-wheeled vehicles. Even though the distance from the district capital, namely Martapura City, is only about two hours using a footpath, the community considers the location to be very far because the terrain is quite difficult. In addition, the location is not widely known by residents because it is in the mountains in Mendah Village. Waterfalls and hot springs are one of the favorite locations for the people of Mendah Village. Villa Masin Waterfall has never been visited by outsiders except for those who usually go to mountainous, hill or forest areas.

Although Villa Masin Waterfall is a very interesting place, not many people know about it. Many people do not know its beauty and the uniqueness of this waterfall. Due to a lack of written information, documentation, and roads that are damaged and hard to reach. Therefore, Villa Masin Waterfall needs media promotion to introduce this place.

Many media can promote such as the internet, magazines, booklets, and others. In this modern era, of course the internet will be the main choice for searching information. But in fact the internet also has weaknesses, one of which is incomplete and incorrect information. Pratama (2016) *Kementerian Komunikasi dan Informatika pernah mengatakan bahwa ada 800.000 situs di Indonesia yang terindikasi menyebarkan informasi palsu. Selain internet, majalah juga dapat digunakan sebagai media promosi, namun harganya cukup mahal dan majalah mungkin memiliki tenggat waktu atau deadline yang sudah direncanakan untuk beberapa bulan ke depan. Booklet merupakan salah satu media yang dapat memberikan informasi mengenai hal tersebut. Booklet sebagai media informasi akan sangat membantu wisatawan.* Based on pratama 2016) booklet is a media that can provide information

about the place that tourists will visit. According to Maulana (2014), "Booklet adalah media untuk menyampaikan pesan dalam bentuk buku, baik berupa tulisan maupun gambar". Artinya, booklet adalah media untuk menyampaikan pesan dalam bentuk buku, baik berupa tulisan maupun gambar. Based on Maulana (2014) a booklet is a medium for conveying messages, both in written and pictorial form. In addition, booklets are easy to make learn, create, copy and proofread, and have a wider capacity. With booklets, people can gain knowledge in a short time and in depth any circumstances. This shows that the booklet can be a good guide in giving information about Villa Masin Waterfall. Therefore, the authors are interested in participating promoting Villa Masin Waterfall for the final report entitled "Designing a Booklet of Villa Masin Waterfall as Tourism Destination In Oku Timur".

1.2 Problem Formulation

Based on the information above, the formulation of the problem this final report is how to design booklet of tourism at Villamasin Waterfall and hot spring to promote the tourism destination at Jayapura sub-district OKU TIMUR. So that everyone knows about the tour.

1.3 Research

The purpose of this research is to find out the steps for making a booklet of tourism at Villamasin Waterfall to promote tourism destination at Jayapura sub-district OKU Timur. So that everyone knows about the tour.

1.4 Benefits

a. For Readers

For readers, the authors hope that this research can be an alternative to introduce and promote Villamasin Waterfall as one of the destinations that must be visited.

b. For government

For the government, the authors hope that this research can be an alternative to introduce and promote Villamasin waterfall tourism as a tourist destination. And

hopefully with this research, the government can immediately improve road access to waterfall tours.

c. For Villa Masin Waterfall

Help popularize and promote Villa Masin Waterfall in Oku Timur.