

CHAPTER I

INTRODUCTION

1.1 Background

The Indonesian tourism sector is one of the nation's key sources of foreign exchange revenues and remains a cornerstone in the country's economy (Yanwardhana, 2021; see also Anggit, 2019; Yakup & Haryanto, 2021). According to the Tourism Trends and Policies report from the Organization for Economic Co-Operation and Development (OECD, 2020), the industry employs 10.5% of the country's total workforce. As a massive job-creating sector, the government has turned towards developing tourism in villages to improve their economic growth as stated in a press release from the Indonesian Coordinating Ministry For Economic Affairs (Kemenco Perekonomian, 2021).

Improvement of villages through tourism started in 2017, when the Indonesian Ministry of State Owned Enterprises (BUMN, 2019) and state-owned enterprise (BUMN) sponsors collaborated to construct 20 Village Economic Halls (Balkondes) in each Borobudur village. The goal was to provide local communities with a platform to develop their tourism potential (Balkondes Borobudur, 2017). This initiative is in accordance with the overall goals of the Indonesian Ministry of Tourism and Creative Economy (Kemenparekraf, 2021) to develop Borobudur, one of the Five Super Priority Destinations in Indonesia, into a highly sought world-class travel destination.

Although the villages have been attracting visitors, their full potential has not yet been fully realized (Hapsari, 2018; Prabowo, 2019; Rukmorini, 2020). Insufficient advertising of their Balkondes and unique attractions has been one of the reasons why the villages have not attained their full potential, despite having attracted greater tourism attention and international visitors in the past (Subekti, interview, February 16, 2023). Moreover, in an interview with the manager of *Gubuk Kopi Borobudur*

[Borobudur Coffee Shack], one of the key attractions from Karangrejo village, it was revealed that the villagers lack the necessary skills to promote their attractions effectively and have to depend on external partners for advertising (Prayitno, interview, March 7, 2023).

Neglecting to improve the promotion of the tourism villages and their respective Balkondes will not only hinder the economic growth of the villages, but will also directly impact the livelihoods of the village residents who rely on employment opportunities provided by tourism (Lestari, 2017; see also Ardhian, 2017). Village residents will be left poverty-stricken, unable to reap the economic benefits of one of the largest and most attractive world heritage sites, Borobudur Temple (Prabowo, 2019; Miswanto, interview, March 6, 2023). In an interview with the author, Prayitno (2023) added that another consequence of this is that it forces villagers to abandon their cultural heritage in favor of employment that can support them better, which eventually leads to the gradual erosion of their cultural identity.

To address the challenges identified, the author proposes a promotional campaign to promote all twenty villages and their Balkondes as alternative tourism destinations in the Borobudur area. However, for the objectives of the thesis, only one tourism village and its Balkondes will be portrayed in detail, serving as a representative for the rest of the villages. Balkondes Ngargogondo has been selected as the representative village due to it being one of the most comprehensive and varied in its facilities. The promotional campaign is expected to attract more visitors to the villages.

1.2 Problem Formulation

Based on the background that has been described, the author formulates the problem of the thesis as follows:

1. How to design an effective promotional campaign to increase interest in visiting the various tourism villages in the Borobudur region?

1.3 Problem Scope

The design scope of the promotional media will be narrowed down according to the problem formulated so that the output of the research will be more targeted. The following are the proposed project scope in this design, including:

Table 1.1 Primary Target Audience

SEGMENTATION		TARGET
DEMOGRAPHIC	Age	24 – 32 Millennials are the ideal target group for village tourism, as they are particularly interested in seeking out new and authentic cultural experiences not found at home (Smith & Nichols, 2019, as cited in Suntararak & Boonyanmethaporn, 2021). Furthermore, millennials are the age group most enthusiastic about returning to travel after the pandemic (Grunebaum, 2021).
	Gender	Male & female Travel behaviors highly differ between genders in tourism; females, for example, are more likely to travel for recreation and to learn about cultures (Vespestad & Mehmetoglu, 2015).
	Social Economic Status (SES)	SES B
	Education	Undergraduate Individuals of higher levels of education are almost twice more likely to visit and participate in high cultural activities than individuals from lower levels (Kim, et. al., 2007). Additionally, cultural tourism can be appealing to university students for personal development. (Yolal & Negrusa, 2012).
	Nationality	European
	Language	English

GEOGRAPHIC	Region	Europe
PSYCHOGRAPHIC	Personality and Lifestyle	Favors cultural and/or rural tourism as that is the major theme of tourism villages in Borobudur (Yacob, et. al., 2021). An explorer, as classified by Cohen's typology of tourists, who seeks to go off-the beaten path, independent of institutionalized tourism, with a decent tolerance for novelty (Prince, 2017). This group is averse to anything that seems phony, fake, or was created to appeal to tourists, therefore authentic experiences are the most appealing to them (Fiz, 2018, as cited in Sofronov, 2018, see also Bianka & Alan, personal interview, 2023).

Through identification of the primary target audience, it is established that the target audience are European travelers aged between 24 – 32 years old with a Bachelor's degree who favors cultural or rural tourism. Additionally, a second audience is targeted in the campaign as follows.

Table 1.2 Secondary Target Audience

SEGMENTATION		TARGET
DEMOGRAPHIC	Age	24 – 32 Millennials are the ideal target group for village tourism, as they are particularly interested in seeking out new and authentic cultural experiences not found at home (Smith & Nichols, 2019, as cited in Suntararak & Boonyanmethaporn, 2021). Furthermore, millennials are the age group most enthusiastic about returning to travel after the pandemic (Grunebaum, 2021). Specifically for domestic tourists, this age group are very interested in visiting and staying at tourism villages (DESMA Center, 2021)
	Gender	Male & female Travel behaviors highly differ between genders in tourism; females, for example, are more likely to travel for recreation and to learn about cultures

		(Vespestad & Mehmetoglu, 2015).
	Social Economic Status (SES)	SES B
	Education	Undergraduate Individuals of higher levels of education are almost twice more likely to visit and participate in high cultural activities than individuals from lower levels (Kim, et. al., 2007).
	Nationality	Indonesian
	Language	English & Indonesian
GEOGRAPHIC	Region	Greater Jakarta Rural tourism has experienced an increase in interest in recent years, particularly in the Greater Jakarta region and surrounding areas such as Banten and West Java (Satriawati, et. al., 2022).
PSYCHOGRAPHIC	Personality and Lifestyle	Favors cultural, rural, or ecotourism as that is the major theme of tourism villages in Borobudur (Yacob, et. al., 2021). An explorer, as classified by Cohen's typology of tourists, who seeks to go off-the beaten path, independent of institutionalized tourism, with a decent tolerance for novelty (Prince, 2017).

1.4 Final Project Objectives

The aim of the project is to promote and disseminate the tourism villages in the Borobudur area as alternative rural and cultural tourism destinations for international tourists from Europe aged 24 – 32.

1.5 Final Project Benefits

Based on the issues that have been described in the background, the problem formulation, and the objectives, the following are the benefits of the media promotion that will be carried out:

1) For the Author

By designing this promotional campaign, the author will be able to gain deeper insight into topics related to tourism villages around Borobudur and tourism in Indonesia as a whole. The author will learn to analyze, problem solve, and strategically plan a marketing campaign based on correct methods under experienced supervision. Additionally, this project will strengthen the author's experience and development in visual design, leading to better designs produced in the future.

2) For the Public

The design is intended to persuade the public to visit the tourism villages in the Borobudur region as part of their holiday destination, hence improving the village residents' income and welfare. By bringing more attention and awareness of the tourism villages, it will also attract third party interests in contributing to its development. Furthermore, by promoting their presence to the public, the project assists travelers who are searching for sustainable travel experiences and wish to explore places beyond mainstream tourist spots.

3) For the University

The proposed project aims to uphold the university's reputation as a socially responsible institution that contributes to the lives of the Indonesian people. In addition, it will serve as a valuable resource and guide future generations of students seeking to undertake similar initiatives. Moreover, as an English-language thesis, it has the potential to help the university expand its reach and engage with a global audience.

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