

CHAPTER I

INTRODUCTION

This chapter presents the introduction of this research. The introduction includes the background of the study, identification of the problems, limitations of the problems, research questions, objective of the study and significances of the study.

1.1 Background of the Study

Tourism is an activity of a group or individual who travels around the world or their own countries. As we know Tourism is the important thing to increase the value and revenue of a country or a tourist destination itself. Every country in the world have their own variety of tourism. One of the country with unique kind of Tourism is Indonesia. Indonesia have a different kind of Tourism like Nature Tourism, Cultural Tourism, even for Culinary Tourism from each region have its uniqueness.

The management of Indonesian Tourism is handled by Sandiaga Salahudin Uno as the Minister of Tourism and Creative Economy. According to Terry in Pinem (2021:25) management as a process starting from planning, organizing, implementing, and the last stage namely monitoring the existing process and continuing at the initial stage, namely planning and applying it repeatedly.

Bandung is one of the city in Indonesia that most visited by the local and international tourist. Bandung is located on West Java Indonesia that its area 16.729,95 Ha. This area calculation is based on Bandung Municipality Level II Regional Regulation Number 10 of 1989 concerning Changes in the Boundaries of Bandung's Level II Municipalities as a follow-up to Government Regulation Number 16 of 1987 concerning Changes in the Boundaries of the

Second Level Regional Municipalities of Bandung with Bandung Regency Level II Regions. Administratively, Bandung City is bordered by several regencies/cities, which in the North bordered by Bandung Regency and West Bandung Regency, in the West bordered by Cimahi City, in the East bordered by Bandung Regency, and in the South bordered by Bandung Regency.

Bandung regency also have a lot of unique Tourism spot that be the tourist favorite place to visit. One of the tourist destination is located in Pangalengan. Pangalengan is one of a District of Bandung Regency that located 29 km from Soreang the capital of Bandung Regency. Pangalengan has Situ Cileunca is an artificial lake that have depth about 17 meters and the area of the lake about 1.400 hectares. It is located 1.550 meters above the sea level no wonder if this tourist attraction is tourist favorite to spot a sunset or sunrise. Not just to spotting sunset or sunrise, Situ Cileunca also have another facilities that tourist can enjoy like camping, rafting, gardening, paint ball, and many more. Situ Cileunca also offering several concepts that the tourist would do while visiting there. The concepts are like family gathering, camping ground, study tour, backpacker, etc.

A lot of tourist that has visited Situ Cileunca most of them are really likes to do rafting. They are also share their experiences while visiting Situ Cileunca through their social media which is help Pangalengan and Situ Cileunca being the most favorite place to visit by the tourists. But there are several tourists who complains about Situ Cileunca social media.

Situ Cileunca online marketing division have the high expectation about this lake that converted from hydroelectric power plant into tourist destination. The expectation that Situ Cileunca online marketing division have is when this lake

converted into tourist destination it would bring more revenue to Situ Cileunca itself and for the citizens around Situ Cileunca who have a small businesses, such as restaurant, mini market, and many more.

Situ Cileunca is quiet far away from Bandung City or even from another city, it takes hours to get to the destinations. The road that tourist takes to get to the destination have a bad condition, so it makes the tourist feel tired before come the destination. Another complaint from the tourist is about Situ Cileunca social media. The social media that run by the admin some of them did not give the full information about the attraction and one of Situ Cileunca social media did not have an update since 2021. Usually the caption that used by the admin is using Bahasa Indonesia so it can make the foreign tourist confused and it just effective for local tourist.

From the explanation above, the writer takes the title *“An Analysis the Promotion Management Strategy of Situ Cileunca Tourist Object on Social Media”*.

1.2 Identification of the Problems

Based on the background that the writer has conveyed, there are several problems that the writer saw in Situ Cileunca. Situ Cileunca is quiet far away from Bandung City or even from another city, it takes hours to get to the destinations. The road that tourist takes to get to the destination have a bad condition, so it makes the tourist feel tired before come the destination. Another complaint from the tourist is about Situ Cileunca social media. The social media that run by the admin some of them did not give the full information about the attraction and one of Situ Cileunca social media did not have an update since 2021. Usually the caption that used by the admin is using Bahasa

Indonesia so it can make the foreign tourist confused and it just effective for local tourist.

1.3 Limitation of the Problems

This research will be focus on analyzing the language meaning of Situ Cileunca Tourist Object on social media to attract tourist visiting Situ Cileunca.

1.4 Research Questions

Based on the research the question of the study would be:

1. What are types of social media used to promote the Situ Cileunca Tourist Object?
2. What are the meaning implications existed on advertisement to attract tourist visiting Situ Cileunca?

1.5 Objective of the Study

This research objective is to know what categories of meaning that existed in Situ Cileunca Tourist Object advertisement on social media based on theory of Leech (1981).

1.6 Significances of the Study

A. Theoretically

The writer hopes that this research would be useful in the future to increase knowledge and information about tourism, especially for increasing tourist satisfaction while visiting tourist destination

B. Practically

The writer also hopes that this research will have a benefit to increasing a skill to give the management idea how to increase tourist satisfaction. Then, the writer hopes that this research would be useful for readers to get more information about tourism. Moreover, this research is expected to be a reference for the other researches.

