# 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.

## Background of the study

Tourism has been assumed as a reliable industry to replenish foreign exchange. The main reason for the development of tourism is closely related to the progress of the economy, social, culture, a region or a country. In other words, the development of tourism in a tourist destination will always be taken into account with the benefits and benefits for the people at large (Yoeti Yulianti (2020:24).

Tourism development as part of national development has a goal, among others, to expand business opportunities and employment opportunities. It seems clear that development in the tourism sector has the ultimate goal of increasing people's incomes which in turn can improve people's welfare.

Tourism development cannot be separated from physical and non-physical elements (social, cultural, and economic) therefore it is necessary to pay attention to the role of these elements. Geographical factor is an important factor for consideration of tourism development. Climate differences are one of the factors that can grow and cause variations in the natural and cultural environment, so that in developing tourism the physical and non-physical characteristics of an area need to be known (Sujali, 1989).

Tourism development that has been carried out by both the government and the private sector has increased the number of tourist visits. Tourist visits will stimulate social interaction with residents around tourist attractions and stimulate the response of the surrounding community according to their ability to adapt both in the economic, social and cultural fields.

A tourist area that can become a tourist destination must have non-physical and physical potential where both of these potentials are developed to become a profitable tourist destination, both in the area itself and the government. In order to promote tourism, it is necessary to increase directed and integrated steps in developing tourism objects with the aim of influencing thoughts and interests to come to tourist areas.

Tourist objects and attractions are a form of related activities and facilities, which can attract tourists or visitors to come to a certain area / place. An attraction that is not or has not been developed is merely a potential resource and cannot be called a tourist attraction, until there is a certain type of development, for example the provision of accessibility or facilities, therefore an attraction can be used as a tourist attraction.

Media is an element of communication that is used as a means to create, reproduce, process, and distribute information. Communication media can simply be said as an intermediary in the delivery of information from communicators to communicators with the aim of disseminating information or messages efficiently.

With the development of the Internet and technology, communication media is growing rapidly, including new media and new digital media, including the emergence of social media such as Facebook, Instagram, Twitter, Youtube. The Internet is a medium that can consolidate all the characteristics of conventional media centered on communication.

When it comes to new media developments, it needs to be explained. The emergence of digital media, networks and computers is the impact of the development of information and communication technology. New media is one that can increase social interaction between humans, for example we can easily communicate with people who are hindered by distance easily through several social networks such as Facebook, Instagram, YouTube, Twitter etc.

According to the Ministry of Communications and Information (Kemenkominfo), there are currently 63 million Internet users in Indonesia. Of these, 95% use the Internet to access social networks. This proves that he is one of the most entrenched in society using social networks in Indonesia.

Social media is no longer a static medium that distributes information not only in one direction but also in both directions due to interaction between users. With the global use of the Internet, interactions are also increasing. Information can occur very quickly, and it can even be said that national and international information can be exchanged within seconds, including information on politics, entertainment, vacation spots, and tourism.

They compete to recommend various tourist attractions that are beautiful, unique and where cool photos are the main value. Talking about social media, there will always be good and bad things, sadly, today's use of social media is widely distorted and used to spread slander, it will not bring any benefits.

Indonesian tourism potential has not been fully explored. One of the causes is suspected to be due to the lack of promotions carried out. To maximize this potential, the government is asked to continue to maximize the role of the millennial generation to boost the tourism sector through social media. Efforts to develop the tourism sector can be done with the right promotion. One effective way is to maximize the digital medium through social media and online platforms. Why is tourism growth so high, because Indonesia is going digital and 50 percent of travelers are millennials who search for tourism via digital platforms,” he said in a seminar entitled 'Digital Promotion of Indonesian Tourism Through the Indonesian Pesona Generation (GENPI).

In tourism marketing, the millennial generation is expected to be able to help by maximizing the use of smartphones through social media promotions, namely by recording, capturing all the beauty and charm of tourism and culture as well as Lambar's local wisdom to be uploaded on social media such as Instagram, Facebook.

The effects of globalization also indirectly force people to follow the current that develops because in terms of business, doing new innovations is the right step to survive in their respective fields.

By using social media as a means of promoting tourism, the tourism office is able to use several social media as such. For a long time, tourism in developed countries is part of the necessities of life. According to its development, tourism aims to provide benefits for both tourists and local residents as well as for the economic growth of the country.

Tourism is everything related to tourism, such as the use of tourist facilities and attractions in the area, and related businesses. Tourism is a growing industry in the world.

West Java is one of the provinces in Indonesia with several unusual tourist destinations. Throughout West Java, one can find various interesting tourism destinations such as nature tourism, historical tourism, religious destinations and educational destinations. Attraction with the development of tourist facilities will also have an impact on tourism in West Java, which is able to attract local and foreign tourists to visit.

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Waterboom Lippo Cikarang is water tourism specially designed as a world class water park with a concept of exotic Balinese natural nuances. Various kinds of water activities and attractions, interesting, unique, exciting and full of adventure for children, teenagers and adults, can enjoy Waterboom Lippo Cikarang water tourism. Waterboom Lippo Cikarang was founded on March 23, 1998 and Waterboom Cikarang is now 24 years old. This tourist place is located at Jalan Madiun lot 115, Cikarang, Bekasi Regency, West Java 17550, Indonesia.

Waterboom Lippo Cikarang is a theme park that offers many exciting and fun water games. This water park with an area of ​​3.4 hectares can accommodate 7,000 visitors. This is the right place to stay for family and friends. Residents of Cikarang and the surrounding area should be familiar with the Waterboom Lippo Cikarang tourist attraction. The largest water attraction in Cikaranga It has many full facilities and a large area, as well as many games and amenities.

Since this water boom is specially designed to resemble the atmosphere of Bali, huts decorated with Balinese fabric can be found here. Waterboom Lippo Cikarang has the concept back to nature with a Balinese atmosphere. Shades of green with natural black stone combined with replica buildings such as Balinese temples and statues dominate this water boom area. In addition, there is a cafe in the middle of the pool where you can relax and be pampered. Other ancillary facilities such as prayer rooms and toilets are also sufficient.

This water boom has dozens of exciting rides for visitors to ride. Not only children, but also adults can ride on the rides. Playgrounds such as adult slide, kids slide, Flow pool, fun pool, exit playground, kids area and other playgrounds.

Test spa center, outgoing and fish therapy. Inside the Waterboom complex there is a kind of mini cottage named D’Cabin. Here you can relax and enjoy the Waterboom rides. Waterboom is available in various options food court selling a variety of food and drinks, and ample parking.

The use of social media on the Internet as a means of tourism communication is more flexible and beneficial, since the use of such media is considered to be simpler, has a wide reach and is cost-effective, which confirms that tourism is what makes social media media become more and more popular. more desirable as a means of communication and promotion. Waterboom Lippo Cikarang is more actively promoting Waterboom Lippo Cikarang tourism to a wider audience through social media accounts. Social networks are online media that make it easy and even allow users to easily participate, create and share their experiences and information. Apart from Facebook, Twitter and WhatsApp which are some of the favorite social networks in Indonesian society, one of the fastest growing and most popular social networks is Instagram.

From the explanation above, the title “**Analysis Captions in Social Media as One of Promotions Waterboom Lippo Cikarang Tourists Attraction**” that becomes the writter’s research paper.

## Identification of Problems

How to find out what efforts are made by local tourist attraction managers in promoting the Waterboom Lippo Cikarang tourist attraction so that it can increase the number of tourists through social media. How is it related to the management and development of tourism potential of Waterboom Lippo Cikarang. The development of the object is studied from various factors, such as supporting factors for infrastructure and facilities.

## **Limitation of the Problems**

Based on the identification of the existing problems, the researcher formulates the boundaries of the problem under study, This study is limited in its linguistic approach by focusing solely on Leech’s theory of the seven types of meaning namely conceptual, connotative, social, affective, reflected, collocative, and thematic meanings as the framework for analyzing the captions. Other linguistic theories, such as pragmatics, discourse analysis, or multimodal analysis, are not applied in this research. Consequently, the analysis does not cover aspects like speech acts, conversational implicatures, or the combined meaning created by text and visual elements. This limitation means that the study’s findings are centered strictly on the semantic meanings within the captions’ text, and may not fully capture the broader communicative or contextual nuances present in the overall social media posts.

## Research Question

Based on the background described above, the authors take the formulation of the problems as follow:

1. What type of media used in promoting Waterboom Lippo Cikarang tourist attraction?
2. What are of language meanings used in promotion of Waterboom Lippo Cikarang tourist recreation in incerasing the number of tourists?

## Objective of Study

Based on the background of the problem and its identification, the research problems regarding the tourism potential of Waterboom Lippo Cikarang. The writer want to know type of media used in promoting Waterboom Lippo Cikarang tourist attraction and to know the kinds of language meaning used in promotion of Waterboom Lippo Cikarang tourist attraction in increasing the number of tourist.

## The Benefits of the Study

* **Theoretically**

This research is expected to be used as a reference for similar research to increase knowledge about the development of geography, especially for the development of tourism geography and insight, especially regarding matters relating to tourism objects in the development of tourist attractions and as input for the relevant agencies in this case the parties.

* **Practically**

Promoting and marketing these tourism objects with the aim of developing the potential of Waterboom Lippo Cikarang tourism objects as favorite objects in Cikarang, so as to increase the number of tourists visiting and provide input to object managers to solve problems related to tourist objects.