ENHANCING TOURISM VILLAGE PROMOTION THROUGH THE DEVELOPMENT OF WRITING ENGLISH LANGUAGE CONTENT

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UNDERGRADUATE THESIS

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CHAPTER I
INTRODUCTION

1.1 Background of the problem

As an archipelago rich in natural and cultural diversity, Indonesia has great tourism potential. For a long time, Indonesia has been an attractive destination for tourists seeking unique experiences. As per Article 7 Paragraph 9 of the Republic of Indonesia's 1990 Constitution, tourism encompasses all activities associated with tourism, such as enterprises operating tourist attractions and items, establishments providing tourism facilities, and other connected industries.

Indonesia tourism not only has stunning natural beauty, but also has a rich cultural heritage and friendly people. Indonesia's tourism continues to grow. The government's efforts to boost tourism, one of the most important areas of the economy, have attracted travelers from all over the world. From exotic beaches to majestic mountains, with incredible natural attractions and fascinating cultural diversity, Indonesia offers an unforgettable travel experience.

Article 10 of the 2009 Constitution on Tourism states that a tourist village is an integration of potential natural attractions, cultural tourism, and man-made tourism in a certain area equipped with attractions, accommodations, and other facilities according to local wisdom. Village tourism is one example of tourism development. The growth of tourism villages is a significant factor in Indonesia's tourism industry. A tourist village is a small, directly managed local community that values working together to address individual gaps in skill levels and wants to play a part in the community. They also have attraction potential, which is one aspect that has received attention in global tourism development. Tourism villages are tourist destinations that offer tourists an experience of local culture, tradition and uniqueness. Its existence provides opportunities for village communities to increase their income and standard of living. The purpose of the tourist village itself is to enable the village to become both the object and subject of tourism. Tourism villages offer unique

possibilities to attract tourists through cultural diversity, natural heritage, and local lifestyles. Promotion is essential to increase the visibility and appeal of a tourist village to tourists in order to capitalize on its potential. Promotion is another type of marketing other than advertising, direct selling, and direct marketing used by companies or individuals to introduce and communicate their goods and services to the market. Promotion of a tourist village includes marketing objectives as well as raising public awareness, building a positive image, and informing potential tourists about the uniqueness and richness of the place.

Typically, tourist villages often struggle to market themselves to local and foreign tourists due to limited resources, ease of access, and lack of understanding of local characteristics as well as lack of English language skills in developing tourist content. Tourist communities can convey to potential tourists the distinctiveness of their local way of life, environment, and culture through marketing. Good tourism promotion content can help explain unique experiences and present an authentic portrait of village life. Not only that, attractive and informative tourism promotion content in English is essential to attract foreign tourists. This content can be in the form of websites, brochures, articles, and social media. With good content, foreign tourists will find it easier to learn about the village's tourism attractions, such as culture, nature, and activities offered. Through the right promotional tools, tourism villages can attract more tourists, increase local income, and support cultural and environmental protection. By identifying unique tourism potential and developing effective promotional strategies, a tourist village can become an attractive and sustainable destination that brings positive benefits to the local community.

In addition, the use of English as a means of communication is becoming increasingly important in an era of globalization and where more people are connected to each other. English is often considered the "lingua franca" of the tourism industry, meaning that English is the primary language of communication between different groups with different native languages. English is essential in all communication in tourism, be it between travelers and

tourists or in business and economic relationships. English can bring people from different backgrounds together. In a tourist village, writing content in English is an effective way to attract international tourists. English-written content allows tourist villages to reach international audiences more effectively, while writing English content can help deliver promotional messages effectively to tourists. The right language can increase understanding and interest in a tourist village's appeal. English writing gives tourist villages the opportunity to present interesting stories and information in a style that is acceptable to an international audience. This helps create a strong appeal to attract tourists' attention. However, tourist villages often fail to make the most of their potential due to limitations in creating effective promotions, especially engaging English writing content. Similarly, Tumori Village, a tourist village in the western section of Gunungsitoli, North Sumatra, is a tourist destination. Although there is a lot of untapped potential in this community, there aren't enough resources to market it or produce enough content to draw in more guests. Based on the above background, the researcher chose to conduct a study entitled **"Enhancing tourism village promotion through the development of Writing English language content."** This research was conducted in Tumori Village, West Gunungsitoli Sub-district, and aims to enhance tourism village promotions through the development of attractive English-language content by utilizing technology. By conducting this research, is expected to provide guidance and recommendations for tourist villages in developing effective writing content in English. This is expected to increase the attractiveness of tourist villages for international tourists and increase tourist visits to these tourist villages. It is also expected to increase people's insights and opinions through the content provided and can help tourist villages be able to compete at the global level so that they can make a positive contribution to the local economy. Thus, it is hoped that the results of this study can make a real contribution to the sustainable development of village tourism and increase understanding of the role of writing in English in the context of tourism promotion.

1.2 Formulation of the Problem

Based on the previous background, the formulation of the problem is:

1. What are the main challenges that tourist villages face in developing English writing content?

2. What is the role of writing English content in promoting tourism villages?

3. How does English content writing impact tourism's effectiveness in village promotion?

1.3 Research Objectives

Based on the formulated problems, the research objective is to improve the promotion of tourist villages and develop effective English writing content so that it can make a positive contribution to improving the competitiveness and sustainability of tourism at the global level.

1.4 Product Specifications

The specifications of the products produced are digital products in the form of websites with development using the Four-D (4D) model by Thiagarajan (1974), namely: Define, Design, Develop, Disseminate.

1. The product developed is a digital promotion through an official website that contains written content in English.

2. English content writing structure based on assessment rubric

3. The website being developed will contain information about the objects and uniqueness of the tourist village, especially the traditional house and its history, which will be packaged in the form of written content in English.

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CHAPTER II
LITERATURE REVIEW

2.1 Theoretical Framework

A. Definition of Tourism Theory

Sanskrit is the source of the term "tourism," where "pari" and "tourism" are two syllables. The word tourism means journeying or traveling, while the word pari means again or in circles. In this way, a frequent travel could be categorized as tourism. Isdarmanto (2017: 25) defines tourism as activities that are intended to satisfy visitors' demands while they are traveling.

Erika (2020: 4) revealed tourism as an activity carried out in groups and individuals by moving within a certain period of time to enjoy nature but not to make a living. The author concludes, based on some of the aforementioned viewpoints, that tourism is a travel activity undertaken by people to satisfy recreational requirements and is backed by additional tourism establishments and enterprises. Tourism can be divided into several types according to Yoeti (1985: 110-120) tourism is classified into 5 types, namely:

1. Tourism according to geographical location (local, regional, national, regional-international and international tourism)

2. Tourism to the balance of development (active and passive tourism)

3. Tourism by destination (private tourism, leisure and education)

4. Tourism by time (seasonal tourism, yearly)

5. Tourism according to its object (cultural, health, commercial, sports, political, social, religious).

In the book Introduction to tourism (2020: 5) Erika divides tourism into several types, namely:

1. Cultural tourism, which is tourism carried out by interest in the artistic and cultural values of an area in the form of art performances, historical buildings, museum cities and others.

2. Marine tourism, which is tourism related to lake and sea activities.

3. Sports tourism, namely sports-based tourism such as diving, rafting and hiking.

4. Nature reserve tourism is tourism carried out by traveling to enjoy nature reserves and protected forests.

5. Culinary tourism is tourism that enjoys typical food of a region.

6. Agro tourism is tourism related to the activities of seeing plantations, livestock and fisheries.

7. Religious tourism is tourism related to spirituality / carrying out worship.

8. According to geography divided into local, regional, national and international tourism

Tourism is an industrial sector that has an impact on environmental, social, and economic development. As evidenced by the rise in employment possibilities, income, and living standards as well as the activation of other production sectors in nations that receive tourists, tourism is a new model business that has the potential to drive rapid economic expansion (Fitriana 2018). In the meantime, tourism, as defined by Flo (2018) in (Ilmiah et al. 2020), refers to all actions taken by the state, private companies, and the public sector to control, manage, and cater to the demands of visitors. Law No. 10 of 2009 defines tourism as all forms of travel-related activities that are facilitated by a range of services and facilities offered by local businesses, governments, and regional administrations. The definition of tourism is ambiguous and open to interpretation from a variety of angles. Many tourism experts say the definition of tourism from their perspective, even though they have different perspectives, has relatively similar meanings. The following are tourism theories according to experts:

1. In I Divine (2019), Mathieson and Wall define tourism as a broad category of behaviors that include transporting people temporarily to a location other than their home or place of employment, the activities they engage in while there, and the amenities offered to suit their needs both on the way there and once they arrive.

2. According to the WTO (1999 in I Divine 2019) Tourism is the activity of humans traveling and living in destination areas outside their daily environment.

3. In the words of E. Guyer Fleuler, tourism in the contemporary meaning refers to human behavior primarily driven by needs, health, and climatic shifts. As trade, industry, and commerce have grown, so has social interaction across different nations and social strata. Additionally, advancements in transportation technology have contributed to this development.

4. Suyitno states the following about tourism:

- It is ephemeral, and individuals who engage in tourism-related activities will eventually return to their home countries.

- Involves several tourism elements, for example, transportation facilities, accommodation, restaurants, tourist attractions, souvenirs, and others.

- Has a certain orientation which is essentially to get pleasure.

- Not to seek profit in the form of a living at the destination its presence can have an impact on the income of local people or the areas visited because the money they spend is brought from their place of origin.

5. According to E.Gaie Fleurer, tourism in the modern sense is modern human behavior, which is essentially aimed at meeting needs, health, and gender change. On the other hand, as trade, industry, and business have developed along with better transportation, there has been an increase in social interaction between many nations and societal strata, which is the primary driver of tourism.

B. Object of Tourism

The goal or aim of tourist visits and regional tourist destinations, according to Law Number 10 of 2009 addressing tourism, is everything that has uniqueness, beauty, and worth in the form of a diversity of natural, cultural, and man-made items. This covers items and attractions for tourists. henceforth referred to as tourism destinations. Meanwhile, to draw tourists, a tourist destination needs to have its draw, claims Muljadi in I Ilahi, 2019. It can draw tourists by offering a compelling tourist attraction.

Tourism development must have three important aspects of tourism products, namely:

1. Attractions. Attractions have the power to draw travelers, as this is the fundamental component of the tourism sector. Typically, the distinctive local

knowledge draws them to a place. The following are the unique qualities that draw tourists:

- Natural beauty.
- The weather and Climate.
- Culture

In line with the theory above, attractions are anything that can attract tourists to visit a tourist area. Attractions consist of what first makes tourists interested in visiting an area. Natural resources, such as the area's inherent beauty and physical attributes, can serve as the basis for attractions. Apart from that, culture can also be an attraction to attract tourists, such as historical things, religion, people's way of life, government procedures and community traditions both in the past and in the present. Almost every destination has special attractions that other destinations cannot have (Sayung, Demak, and Tengah in Ilahi 2019).

2. All the facilities that enable visitors to travel to a tourist location in comfort and satisfaction are referred to as amenities. These include cozy lodging, dining options, bars, information desks, tour guides, locals' attitudes, security, and so forth. Accommodations for overnight stays and food and drink establishments, such as restaurants or kiosks, are considered amenities. At a destination, amenities like parking spaces, public restrooms, rest areas, health clinics, and places for worship should be accessible to tourists as well. Naturally, these amenities also need to be considerate of the needs of tourists, the destination's circumstances, and the state of affairs already in place. Then according to Spillane's theory (in I Ilahi, 2019) facilities are grouped into three parts, namely: 1) Main facilities, which are facilities that tourists really need while visitors are at a tourist attraction.

C. Definition of Tourism Village

One of the emerging sectors driving economic growth in recipient nations is tourism, which also stimulates other production sectors and creates jobs, income, and living standards (Pathurrahman, 2018). According to M. Zaenuri (2018), tourism is the activity or journey that tourists take when they travel and

temporarily leave their normal surroundings in order to satisfy their wants and have facilities available.

Additionally, according to Pathurrahman (2018), tourism is a conglomeration of relationships and symptoms that result from interactions between travelers, businesses, the government, and society as a whole during the process of drawing in and accommodating travelers. According to M. Zaenuri (2018), tourism is defined as a voluntary travel conducted by an individual or group of individuals for the purpose of vacation or any other reason other than making a living. It is a transient travel to specific locations for personal outings (family, shopping, health, or other areas of entertainment and leisure).

There are numerous actors in the tourist system who contribute to its movement, according to Pathurrahman (2018). These people work in a variety of tourism-related sectors. Generally speaking, there are three main pillars supporting immediate tourism: the public, private, and local communities. A tourism village is defined as a public facility, tourist attraction, or accessibility that is exhibited in the manner of community life and integrated with relevant protocols and customs. It typically provides a general ambiance that embodies the genuineness of the rural landscape, encompassing socio-economic, socio-cultural, everyday customs, building architecture, and typical village spatial arrangements.

> A tourism village is created when a village with tourism potential is developed and has the necessary infrastructure in place, including roads leading to tourism villages, hotel options, food outlets, handicraft shops, and souvenir shops. Additionally, the most significant aspect of the tourism village region is the rural and natural environment, which is still immaculate and well-maintained. Everyday community activities can be turned into tourist attractions with the help of a tourism village, meaning that rather than changing the village's appearance, the tourism village should emphasize the qualities that each member of the community possesses (Helmita et al., 2021).

Tourism villages are expressed in the structure of community life that is integrated with established customs and traditions, holds original traditions and

culture, and fulfills all elements of tourism that have potential attraction, such as natural tourism, cultural tourism, and artificial tourism. According to the 1990 constitution of the Republic of Indonesia, in Article 10 concerning tourism, tourism villages are a form of integration between potential natural tourism attractions, cultural tourism, and man-made tourism in a particular area equipped with attractions, accommodation, and other facilities, according to local wisdom. Meanwhile, according to the Regulation of the Ministry of Culture and Tourism, a tourism village is a form of unity between accommodation, attractions, facilities, and infrastructure supporting tourism presented in an order of community life that blends with applicable traditions.

There are 4 (four) types of tourism villages that can be used as references, including (Wirdayanti et al., 2021):

1. Tourism villages based on the uniqueness of natural resources emphasize natural features as the main lure, such as mountains, valleys, beaches, rivers, lakes, and other distinctive landscape forms.

2. A tourism village built on the distinctiveness of the region's cultural resources; that is, a tourism village where the main draw is the community's distinctive customs and way of life, including its livelihood practices, religious practices, and other activities.

3. A creative tourism village is one where the main draw is the distinctiveness of the creative economic activities derived from local communities' home industries, both in the form of handicrafts and unique artistic endeavors. A combination-based tourism village incorporates multiple tourist attractions, such as creativity, culture, and the natural world.

Although Indonesian tourism villages are categorized into four categories, which are as follows:

1. Stub

Pilot tourism villages will be divided into the following categories:

a. It is still an unrealized potential that might be developed further to become a well-liked tourist destination.

b. There hasn't been much infrastructural development in the tourism sector.

c. Very few tourists from the neighborhood have visited or have not visited at all.

d. The tourism potential has not gained more public awareness.

e. Related parties (the public and business sectors) must help.

f. Making use of village funds to build tourism villages.

g. Village residents continue to run the tourism village.

2. Grow

The following criteria will be used to classify developing tourism villages:

a. Already well-known and frequented by both locals and tourists from outside the area.

b. Infrastructure and amenities related to tourism have grown.

c. It has begun to stimulate the local economy and create jobs.

3. Forward

Using the following standards, advanced tourism villages will be classified:

a. The community understands the potential of tourism, particularly its growth..

b. It is today a well-known tourist attraction that receives a large number of visitors, including those from overseas.

c. The infrastructure and amenities for tourism are sufficient.

d. Through local working groups and tourism awareness organizations, the community can oversee tourism-related enterprises.

e. The growth of tourism villages has been made possible by the community's use of village finances.

f. The tourism village management system, which influences the village's original revenue and the community's economics.

4. Independent

Using the following standards, autonomous tourist villages will be categorized:

a. Through product diversification and innovative development, the village's tourism potential has been transformed into a stand-alone entrepreneurial entity.

b. It has developed into a well-known travel destination among international visitors and has adopted the globally accepted idea of sustainability.

c. Infrastructure and facilities have adhered to ASEAN's minimal international requirements.

In summary, a tourist village is an area that is developed into a popular tourist destination and contains attributes like natural beauty, cultural arts, and everyday community customs that allow visitors to engage firsthand with the locals and experience their way of life.

D. Purpose and Concept of Tourism Village

a) The purpose of Tourism Village

1. Tourism villages are alternative tourism objects as a form of government program support in tourism development.

2. Exploring the potential of the village by promoting local culture in the context of community development.

3. Expanding employment and business opportunities for the surrounding community, so as to improve welfare and equitable development in the village

4. Encourage urban people who are relatively more economically capable to like to go to the village for recreation.

5. Generate a sense of pride towards the villagers so that they can live in their village.

6. Accelerate the adaptation process between indigenous peoples and migrant populations.

7. Boost the community's sociocultural and economic well-being by making use of its resources

8. Encourage awareness about environmental preservation for the long term (principles of sustainable tourism development)

b) The concept of a tourist village

The main principle in tourism villages is village building, which focuses on empowering people to be able to build their villages independently. The development of tourism villages is part of the government's mission to improve the welfare of the community through the development of productive businesses in the field of tourism using local potential and resources. There are two main concepts in the tourism village component (Zebua, 2016). The first is accommodation used as a tourist residence, usually tourist villages utilize the residences of local people and the space developed in the area around the tourist village. The second is attraction or attraction, the attraction of tourist villages in the form of daily life of local residents along with typical rural environmental conditions that allow tourists to actively participate in local community activities. In addition to accommodation and attractions, the components of a tourist village are seen from the uniqueness and authenticity of a tourist village, its location adjacent to extraordinary natural conditions, has a unique culture that visitors can dance, and has the potential to be developed both from facilities and infrastructure (Gumelar, 2014).

According to (Prasiasa, 2014), there are four parts to the tourism village component. Participation in the local community, the presence of a village norms system, and indigenous local customs and culture are the four elements. For a tourism village to be sustainable, it must be able to attract tourists, have local arts and customs, be located within the boundaries of the tourism development area, or at the very least fall within the sold tour package travel route, and be easily accessible to support the program while upholding security, order, and cleanliness. (Putra, 2014).

E. Types of Tourist Villages

Types of Tourism Villages in Indonesia are divided into two types, namely:

➢ Enclave areas or structured types:

1. A tourist destination with locally relevant infrastructure. This kind can enter the global market because of its growing benefits in image.

2. In order to reduce the negative effects, the area is typically isolated from the neighborhood or locals. Furthermore, the resulting sociocultural contamination will be identified early

3. The land still falls within the category of integrated and coordinated planning because it is not very large. Thus, it is anticipated that it will function as a sort of middleman to obtain foreign funding as the primary means of obtaining services from five-star hotels.

➢ Open type (spontaneous) is defined by the following characteristics: the development of the region with the framework of life, both spatially and morphologically with local communities. Locals can directly benefit from the distribution of tourism-related revenue. However, it swiftly spreads among the local population, which makes containment more challenging.

F. Criteria of Tourist Village

If a village satisfies specific requirements, it can be designated as a tourism village and be open to tourists on guided tours. The following characteristics of tourist villages,

1) Easy to get to; 2) Contains fascinating items that might be turned into a tourist attraction; 3) Support from the town and community officials; 4) Guaranteed security; 5) There is a sufficient supply of labor, housing, and telecommunications; 6) The weather is cool or cold; and 7) It is connected to other tourist destinations. (2018) Hadiwijoyo in Sudibya.

Moreover (Ministry of tourism, 2019) also emphasized that there are several criteria for tourism villages, "It has the potential for tourist attractions, has a community, has the potential for local human resources, has a management institution, has basic facilities and infrastructure, has the potential for tourist market development". It is possible to draw the conclusion that the following

are the requirements for a tourism village based on the two assertions made regarding those requirements:

1. Possessing a tourism destination
2. Possessing a community of support or human resources
3. There is assurance of travelers' safety
4. Possessing infrastructure and facilities
5. Linking together with another tourist destination

G. The Role of Tourism Villages in the Development of Community-based Local Tourism

The development of tourism villages contributes significantly to local communities in various aspects of their lives, one of which is in improving the welfare of village communities. Through the development of tourism villages, local communities have the opportunity to engage in the tourism industry, which can offer new employment and business opportunities, which in turn can increase the income and living standards of village communities while reducing the associated poverty levels.

Village communities can maintain their identity and prevent cultural homogenisation caused by globalisation by promoting and preserving local wisdom. This can be an attraction for visitors seeking a different and authentic experience. Village tourism development also helps local communities become more involved in village development decision-making. Tourism village development can increase people's sense of ownership and responsibility towards their own village development as villagers can be involved in policy formulation, planning, implementation, and supervision of village development. In addition, the development of tourism villages can also increase the knowledge and skills of village communities in making important decisions in solving existing problems.

Tourism village development has a very important role for local communities in improving welfare, preserving culture, and improving quality of life. By engaging in tourism village development, village communities can learn new skills such as tourism business management, marketing, and environmental

hygiene. These skills can help them deal with the challenges and opportunities that arise during the development of tourism villages

2.2 Definition of Promotion

Promotion is derived from the word "promote," which means "developing" or "improving.". Promotion refers to the activities and strategies used to communicate and advertise a product, brand, or service to the consumer in order to increase awareness, generate interest, and ultimately drive sales. It is an essential part of the marketing mix, along with PR, events, direct marketing, sales promotion, and advertising. Promotion's ultimate objective is to influence the target audience's purchasing decisions by educating, reminding, and convincing them about a good or service. Any type of communication that a business uses to inform, convince, or remind individuals about its goods, services, ideas, shadows, or involvement with the public with the goal of getting them to accept and carry out the company's requested actions is called promotion(Wardana in Sari, 2021). In the 2016 Literature Review, Lupiyoadi (2006) states that promotion is one of the elements of the marketing mix that businesses must use carefully when promoting their service goods. In addition to serving as a means of communication between businesses and customers, promotional activities can also be used to persuade them to make purchases or use services that better suit their requirements and preferences.

The technique of presenting products to customers in an engaging manner is known as promotion. Promotion is a part of marketing, which uses the communication principle to pique public interest in the products on sale. The promotion's goal is to persuade and educate the public about the products that are available (Marpaung and Bahar in Sari, 2021). In essence, marketing communication, especially marketing that involves the widespread dissemination of information, is what promotion is. (Saputro, 2019) Promotion is one-way information or persuasion meant to inspire a person or group to perform an action that starts a business transaction. Finally, promotion is defined as a communication strategy used by businesses to launch their goods, make them known to the public, and pique consumers' interest to boost sales (Saputro, 2019).

Promotion, in the words of Kotler, Philip Bowen, and Makes (in K Ratu Syifa Nabila Khansa, 2021), is an activity that conveys a product's advantages and convinces customers to purchase it. According to Saladin (in K Ratu Syifa Nabila Khansa, 2021), one of the components of a business' marketing mix is promotion, which is used to supply, convince, and help consumers remember its items.

It will be helpful for us to condense all the components in the marketing mix to 4 basic variables, namely: product, price, place, and promotion (promotion), according to Kotler and Keller (2012:25 in V Ramadhanty 2022).

1) Product, something that can be put out to attract customers in order to encourage them to buy, utilize, or consume it and ensure that it meets their requirements and wants. So, we need help from the government and the private sector to encourage the public to market their products effectively and efficiently by collaborating with the mass media to market their products.

2) Price, price determination considers the type of competition in the target market and the overall cost mix. The local community determines the prices themselves when producing at each destination so that it can run more effectively.

3) Place: a location used as a means of distribution to get to the target audience. This distribution system covers transportation, location, and other aspects. It works with public and private entities to make this distribution site as visitor-friendly as possible.

4) Promotion: efforts that explain the product's advantages and convince consumers to purchase it are referred to as promotion. To achieve the best outcomes, this part encourages effective communication and collaboration across the public, business, and societal sectors.

Some promotional indications, according to Kotler and Keller (in K Ratu Syifa Nabila Khansa, 2021), include:

1. Promotional messaging gauges how successfully a message is distributed to the market.

2. Media Promotion: Businesses utilize the media to promote their brands.

3. Promotional Time This refers to how long the company will run a promotion.

4. Promotion Frequency: The quantity of sales promotions conducted via sales promotion media at one time.

A. The Objectives of Promotion

1) Behavior Modification Some of the reasons people communicate include: seeking pleasure, seeking help, giving help, expressing ideas or opinions, while promotion seeks to change behavior and opinions.

2) Notify Promotional efforts can be used to educate the target audience about the products and services that the firm provides.

3) Persuade: Persuasive promotions typically receive lower public approval.

4) Reminding Promotions: These must be carried out at the mature stage of the product life cycle to keep the product brand alive in the minds of the general public.

The aforementioned reasoning leads to the conclusion that a promotional strategy's goals are to inform, convince, and remind consumers. Therefore, promotions carried out by companies and institutions that can be directed to influence the behavior of knowledge and attitudes of buyers.

B. The Purpose of Tourism Village Promotion

Business activities that aim to increase sales, productivity, and revenue are called promotions. The purpose of promotional activities themselves is to convey and inform people about the existence of products, their benefits, advantages, prices, and how to obtain them (Saputro, 2019). Informing, influencing, and persuading target customers and improving the company's marketing mix, according to Fandi Tjiptono (2003: 221) in (Saputro, 2019), are the main objectives of promotion. Tourism consists of various relationships and symptoms resulting from the stay of foreigners, provided that their stay does not result in the creation of a temporary or permanent residence or business to find work (Saputro, 2019). Creativity is a promotional strategy, according to Kotler and Armstrong (2001: 74), to communicate product advantages and convince customers to buy the product. So, promotion and tourism are related to each other because a good

promotion has a good influence on tourism in attracting tourists, and a lack of promotion has an impact on the decline of tourists.

C. The Role of English in Tourism Village Promotion

Damayanti (2023) explains that the functions of English are as follows: serves as a universal language in the tourism industry, encourages tourism promotion through social media, acts as a driving force in competition in the tourism industry and encourages community economic growth. These four components are closely related to each other. One must be able to interact in English. Along with technological advances, social media is increasingly developing with its advanced features, which make it easier for people to perform tasks with their fingers wherever they are (Duwila et al., 2023). However, almost all characteristics of these technologies are used in English, although some characteristics are used in Indonesian. English remains dominant. In general, English is very useful because it can help a person more easily keep up with the times. Joseph Munghate (in Firli, 2022) said that there are several aspects of roles that make up the role of English language tourism:

1) The role of communicating and interacting: international visitors only use English in tourist attractions;

2) the role of integration: English serves as a means to unite people from different ethnicities, races, and cultures;

3) relationship-building role: English helps to strengthen relationships between people from different backgrounds; and

4) economic role: English becomes a universal language that unites people from different backgrounds.

2.3 Definition of Writing

One of the four English language skills utilized to express ideas, opinions, thoughts, and feelings via writing is writing. According to Harmer, writing is a way to produce language and communicate thoughts, emotions, and opinions. Writing is one technique to generate language; however, writing in a foreign or second language will require more time for revision.

Writing is the essence of composition; written works are frequently the outcome of thought, drafting, and revision processes that call for particular abilities that not all speakers are born with (Brown in R. Annisya, 2018). Writing is the process of generating ideas, considering how to communicate them, and structuring them into sentences and paragraphs to subtly convey information to others. This may be inferred from the explanation provided above. As a result, kids try to write down their ideas in English.

One of the crucial abilities that needs to be acquired is writing, which requires a complicated technique and incorporates symbols. Writing well requires adhering to grammar standards, using appropriate terminology, and taking consistency and cohesiveness into account. It is clear from the definitions above that writing is a tool used in human communication. We can express thoughts, emotions, and other thoughts that are already on our minds through writing.

A. The Purpose of Writing

The purpose of writing is multifaceted. Writing serves as a means to generate our own existence through language, to care for oneself and others by creating specific scenarios of coexistence, and to contribute to a historical-collective project by redefining the present and building a new future . Writing is also crucial for the gathering, organizing, and sharing of information about new ideas or content among staff members in a professional setting. Furthermore, writing is a means of communication to deliver valuable messages or ideas clearly, which is highly valued in education and employment. Ultimately, the purpose of writing is to effectively communicate ideas to others, taking into consideration the audience and their existing knowledge. Semi (2012:14) states that the general goals of writing are as follows:

a. To tell something

Everybody has ideas, emotions, imaginations, and intuitions based on their life experiences. They are jewels for everyone's spiritual life. Writing is necessary when sharing one's own experiences, ideas, feelings, and intuitions with others. Informing someone about

something serves the objective of informing the recipient or other person of what is happening. What the author dreams and imagines is known to the reader. As a result, there are different feelings, sensations, and learning activities.

b. To follow the instructions

Giving instructions is writing's second goal. Giving instructions or instructions occurs when someone shows another person how to perform something at the proper time.

c. To clarify something

I'm writing to the reader to convey anything about different explanations.

d. To be convinced

Sometimes people write to persuade others of their viewpoint or point of view.

e. To Recap

People occasionally create summaries of things in their writing. Students in elementary school, middle school, and high school have the same goal of kindness in this piece of writing. They read aloud for quite some time. They'll be grouped and will have no trouble comprehending a long, dense book by summarizing its contents. Before taking the test, they simply read the synopsis. It will be simpler to understand the course material after reading the overview than if it were not. One useful language skill is writing. Writing is a skill that requires a lot of effort and practice; it is not necessarily innate.

Writing can be used for many different things, such as entertaining, conveying messages, and providing information. Information discourse is writing that has educational purposes. Persuasive discourse is writing that aims to persuade or urge. Literary writings (literary discourses) are works that are intended to amuse or delight and have aesthetic aims; writings that intensify intense emotions or are ferocious are known as exploratory discourses. According to the description given above, writing serves as a tool for the author to express

his thoughts and creativity as well as an indirect means of connection with his readers in writing something.

B. The Process of Writing

The stage before starting to write is known as the writing process. The writing process is the action a writer must take to produce work that is prepared for publication, according to Harmer in Ferira (2020). Four steps make up the writing process, according to Harmer (2004:4-6). They are the following: planning, drafting, editing (including rewriting and editing), and the finished manuscript.

Picture 2.1 The process of writing

The stages of writing process as follows:

- Planning

  During the planning stage, the writer must organize the ideas generated by brainstorming. The most effective way to organize the ideas generated is to create an outline from your brainstorming session.

- Drafting

  The drafting process is the first version of the text. Authors organize their ideas in advance and change them later. When the writing process moves into editing, he may end up with 4,444 drafts before arriving at the final version. Therefore, it helps authors in their writing as they can imagine and design what they want to write.

- Editing

  When authors edit a manuscript, they typically read pieces of work to check for mistakes. Reflections and corrections help editors provide comments and suggestions. Helps authors make appropriate revisions

- Final Version

This is the final activity in the writing process. The author revised the draft and polished it for publication. The written text is now prepared for distribution to the intended audience by the author.

C. The Genre of Writing

The genre of writing, as a strategy, naturally offers specific phases or procedures to go through. According to Bager and White in "Collage Academic Writing: A Genre-Based Perspective, 2002," features and situational environmental factors like topic matter, the writer-reader connection, and text organization also greatly influence and decide the genre approach to writing.

1. Narrative Text

Texts that convey a tale or outline a series of events are referred to as narrative texts. A narrative text aims to entertain or educate the reader by presenting a sequence of events in a logical and compelling way. There are numerous kinds of stories. They may be made up, real, or a mix of the two. Fairy tales, mysteries, science fiction, horror, romance, mythology, historical accounts, firsthand accounts, and so on are only a few of them. Furthermore, this genre aims to captivate the reader with unique tales and delight them through storytelling. The narrative text's general structure and textual components are as follows:

| Orientation |
| Complication |
| Resolution |

Picture 2.2 Generic structure of narrative text

Textual Elements	Functions
Orientation	• It consists of theme or topic to be informed. • Introducing the characters of the story, the time and the place the story happened (who, what, when, and where). • It enables to attract and to provoke the reader so that he/she is willing to continue reading the whole text.
Complication	• A series of events in which the main character attempts to solve the problem. • The complication usually involves the main character(s) (often mirroring the complications in real life).
Resolution	• The ending of the story containing the problem solution. • The complication may be resolved for better or worse/happily or unhappily. • Sometimes there are a number of complications that have to be resolved. These add and sustain interest and suspense for the reader.

Picture 2.3 Generic structure and their functions of narative text

Example of Narrative Text:

Rock with The Holes

Once upon a time, a poor farmer had a son. The farmer sent his son to school so he may learn and grow up to be a prosperous man. The son of the farmer thought he was really foolish. He struggled with studying and frequently got bad grades. The farmer's son gave up in desperation and returned home. It rained while traveling. The son of the farmer sought refuge in a cabin. There was a rock in front of him with a hole in the top. "Why does that hard rock have holes?" exclaimed the farmer's kid, in awe. Raindrops that consistently fall on the rock every time it rains were found to be the source of the hole in the rock. When water trickled down a hard rock, the farmer's son discovered that the rock could have holes in it. The river represented wisdom, and the stone represented him. The farmer's kid was confident that he would master the knowledge if he continued to learn little by little without stopping. The farmer's son went back to school as soon as the rain stopped, studying methodically and gradually.

2. Descriptive writing

Writing descriptions that help the reader see a person, place, or thing is the main goal of descriptive writing. Using words, metaphors, adjectives, and other literary devices, authors can help readers visualize a tale or setting by employing the descriptive writing style or method. The generic structure and textual elements of descriptive writing is,

Identification
• includes a description of the introduction of a person, place, animal, or things

Description
• includes a description of a person, location, animal, item, or anything else the writer feels is necessary, describing its characteristics, forms, colors, and other details

Picture 2.4 The generic structure of descriptive text

Example of Descriptive Text:

Mrs. Saraswati is my new neighbor. Two weeks ago, she moved into this neighborhood. Mrs. Saraswati is a banker who works for a bank. It turned out that Mrs. Saraswati and my mother were longtime acquaintances. Mrs. Saraswati is a stunning lady. She is also considerate and compassionate. When she has leisure time on the weekends, she enjoys baking cakes. Mrs Saraswati's marriage will take place in a week. Right now, my mother and I are searching for a wedding present for her.

2.4 Relevant Research

Based on the theoretical research conducted, some preliminary studies related to the research conducted by researchers are listed below:

1. This research is done by Dwiningwarni S S, Indrawati M, Ali M, Dwi Andari S Y (2021) with the title *" Development of Tourism Village Based on Promotion Integration Through Website "*. The study aims to address the growth of tourist villages in Indonesia, with a particular emphasis on Jombang Regency's Galengdowo Village. The study also intends to describe the approaches utilized for training, mentorship, supervision, and assessment, as well as to emphasize the effects of the COVID-19 pandemic on local tourism. To boost the potential of tourist villages and enhance community welfare, it is also important to stress the significance of including promotions via a website and offering tourist information. But, in this research don't give detailed explanation of the research methodology to enhance the understanding of how the training and mentoring activities were conducted and assessed.

2. *TOURISM VILLAGE PROMOTION STRATEGY VIA INSTAGRAM* by Indriastuti Y, Wahyuni (2022). This is qualitative research on the promotion strategy of Kampung Lawas Maspati through Instagram. This study used a descriptive method with interviews as a source of data. This study aims to find out Kampung Lawas Maspati's Instagram promotion strategy and the variables that led them to select Instagram as their promotional platform. According to this study, travelers' judgments on where to go are influenced

by social media, particularly Instagram, and their perception of the place. Kampung Lawas Maspati uses Instagram to promote their tourism by creating interesting content and involving the village's younger generation in the content creation process. Monitoring and evaluation is done regularly to improve content and attract more Instagram users. This study uses a descriptive method while using a qualitative research methodology. Interviews and in-person observation were used to gather data. The principal informant for this study is Sabar Soeastono, the founder and manager of Kampung Lawas Maspati. This study's data analysis method consists of multiple steps, specifically:

1. Content Creation: The manager gets the younger residents of the village involved in taking pictures and recordings of all the events, visits by tourists, state guests, ministries, and local government. Following that, the process of choosing photos and videos is completed, along with video editing. After that, creative hashtags and captions were made and posted to the @kampunglawas Instagram account.

2. Instagram Account Management: Sabar Soeastono, the founder of Kampung Maspati, is directly in charge of the @kampunglawas Instagram account. This allows for an easier connection between the management and Instagram users who leave comments or direct messages on the account.

3. Preserving ties with followers: To get the most out of every post's feedback, it's critical to preserve ties with followers. The devotion of followers to the @kampunglawas account will rise when there is a positive rapport between the two parties. This involves putting on contests for fans and planning engaging activities to draw in repeat visitors.

4. Event Organization: Maspati Village actively updates the activities held to inform the public of the many activities and events taking place. This is to attract new tourists as well as re-attract tourists who have visited before.

5. Monitoring and assessment: To keep an eye on the offered information and followers' reactions, monitoring and assessment are carried out every month and after events. Evaluation is also done on the improvement of content preparation based on the monitoring results and the recurring

growth in the number of followers. To enhance subsequent event operations, monitoring and assessment were also carried out during the event.

   This research emphasizes the importance of promotional strategies through Instagram social media to attract tourists to Kampung Lawas Maspati by using various techniques and approaches in content creation and management as well as interaction with followers.
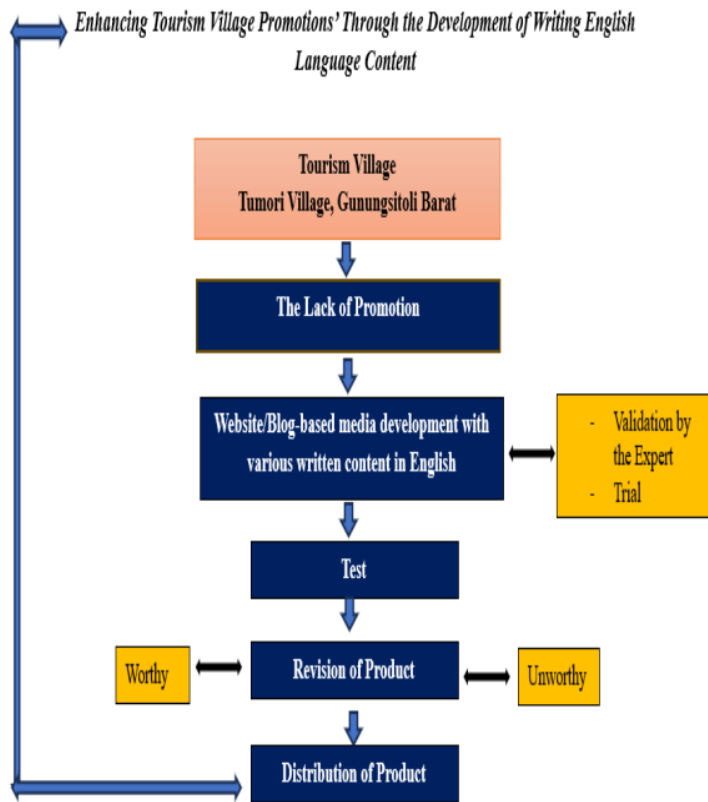
3. This research is done by Dahana K , Sulaiman A. I, Sari Lilik K (2023) With the title *" Tourism Village Development through Media Extension and Marketing Promotion Communication".* This study focuses on the development of tourism villages through enhanced media, marketing, and promotional communications to increase tourist visitation. In this context, tourism villages are viewed as a form of community-based sustainable development aimed at improving public welfare, environmental and cultural sustainability, and human resource quality. The study used a combined method of data collection through questionnaires, observations, in-depth interviews, and focus group discussions (FGDs). Data were analyzed using descriptive quantitative and qualitative analysis. Research informants included village government officials, tourism village leaders, women's organizations, and business organizations in Cikakak Village, Wangon District, Banyumas Regency, Central Java, Indonesia. The findings of this study are that the media used had different levels of intensity. Advertising mediums used frequently or always include public relations, social media, the internet, telephone, SMS, alternative media, and personal selling. Commonly used advertising media: Public relations is commonly used by the majority of whistleblowers. Social media such as Instagram, Facebook, Google Maps, and the internet are commonly used. Personal selling is used by most informants through traditional means such as word of mouth. On the other hand, the following advertising media are rarely used: Advertising is rarely used, and most informants stated that they have never used it. Notice boards: rarely used by most informants. Direct marketing: used sometimes by most informants but not always. Sales promotion: only occasionally used. The study concludes that an integrated

marketing communications (IMC) approach is relevant to this study as it combines different types of media to promote the potential and benefits of tourist villages. Information communicated across multiple media must be consistent and coordinated. This approach also empowers and integrates all stakeholders in Desa Wisata Cikak to improve marketing communications and ultimately increase tourist visitation.

2.5 Conceptual Framework

Tourism villages have great potential as tourist destinations that offer authentic local culture, unique experiences and contribution to the economy of the local community. However, tourism villages often face challenges that hinder village development, such as limited promotion, local community involvement, and competition with other destinations. Advertising plays a strategic role in increasing the visibility and attractiveness of a tourist destination. Effective marketing techniques can aid in the expansion of the tourism industry, particularly in nearby areas.

However, English's status as a worldwide language in the age of information and communication technologies plays a significant part in enhancing the appeal and range of travel destinations. English-language content can be an effective tool for reaching and communicating with international travelers. By developing a good writing English-language content, tourism villages can promote their attractions to a wider audience. Therefore, the results of this research are expected to have a positive impact on villages and rural communities.

Enhancing Tourism Village Promotions' Through the Development of Writing English Language Content

Tourism Village
Tumori Village, Gunungsitoli Barat

The Lack of Promotion

Website/Blog-based media development with various written content in English

- Validation by the Expert
- Trial

Test

Worthy ← Revision of Product → Unworthy

Distribution of Product

Picture 2.5 Conceptual Framework

Enhancing Tourism Village Promotions' Through the Development of Writing English Language Content

Collecting information
- Interview
- Observation /survey

Design a product Website/Blog

Develop a product (A writing English language content)

Validation

Revision

Distribution a product
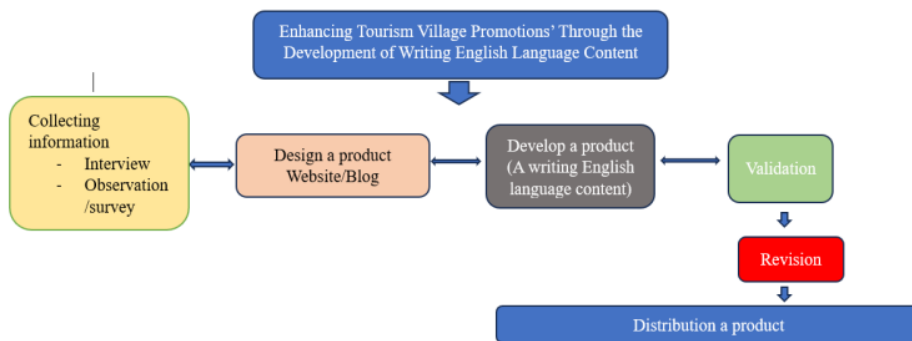
Picture 2.6 Steps of research

Next, using the 4D model development paradigm, the research is represented by the diagram below:

➢ Collecting Informations

This research began with collecting information on village characteristics. This information was collected by conducting observations/surveys and also interviews with several communities or traditional leaders/local village officials. The information collected is in the form of objects that can be used as promotional materials

➢ Design a product

This product design was made based on information obtained through observations/surveys and interviews with several communities.

➢ Develop a product

The product created is in the form of a website or digital promotion using technology to promote a tourist village through written English content which is expected to have a positive impact on the village.

➢ Validation, this is done to ensure the product is suitable or not.

➢ Implementation of the website that has been created and tested will be implemented in tourism village.

CHAPTER III
RESEARCH METHODS

3.1 Research and Development Method

The goal of research and development is to produce new products or activities. The process is broken down into multiple steps, such as pre-planning, planning, implementation, and isolation in research. The process of developing a new product or improving a current one is known as research and development, or R&D. One type of research that can bridge the gap or bring applied and basic research closer together is development research. Research and Development (R&D) is a research approach that looks into the isotope manufacture of new products and then evaluates these products' effectiveness. According to Sugiono (2020: 418). Borg and Gall (1983:772) stated as follows:

> "Research and development, or R&D, is the process of developing and validating educational goods. The steps in this process are often called the "R&D cycle," and they consist of the following: gathering pertinent research findings for the product to be developed, developing the product based on these findings, field testing it in the intended environment, and making necessary revisions to fix any flaws found during the testing phase that were deemed unnecessary. More intensive R&D projects keep going through this cycle until field test data indicates that the product meets its behaviorally defined goals."

From the words used above, we may deduce that research and development is a research approach that aims to create a specific product. But generally speaking, product design, development, and evaluation are where the trends in research and development begin. The figure below lustrates the course of this research method:

**Picture 3.1** Rnd steps in general

This study design makes use of a four-dimensional (or 4D) development model. The four steps of the i4D research and development paradigm are: define, design, develop, and disseminate. These stages were started by S. Thiagarajan, Dorothy S. Semmel, and Melvyn (1974: i5). One benefit of using 3D models is that the steps are pretty simple, meaning that they don't require a lot of time to complete. The issue of the 4D model is that it only goes as far as sales waste and does not go as far as evaluation.

Picture 3.2 4D Model development steps

3.2 Procedure of Development

Before carrying out research and development, the researcher must determine the procedures (steps) used in its development. The development research model taken by researchers in improving tourism village promotion through English writing content is a 4D model that has four procedures in its development, including the stages of defining, designing, developing, and disseminating.

| Trial | → | Revision of Product | → | Distribution of the Product |
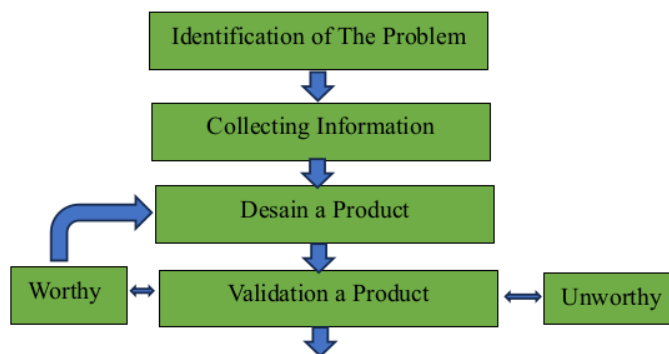
Picture 3.3 Diagram of Developmental Research

Procedure

Here's some shape of the 4D model conducted by researchers :
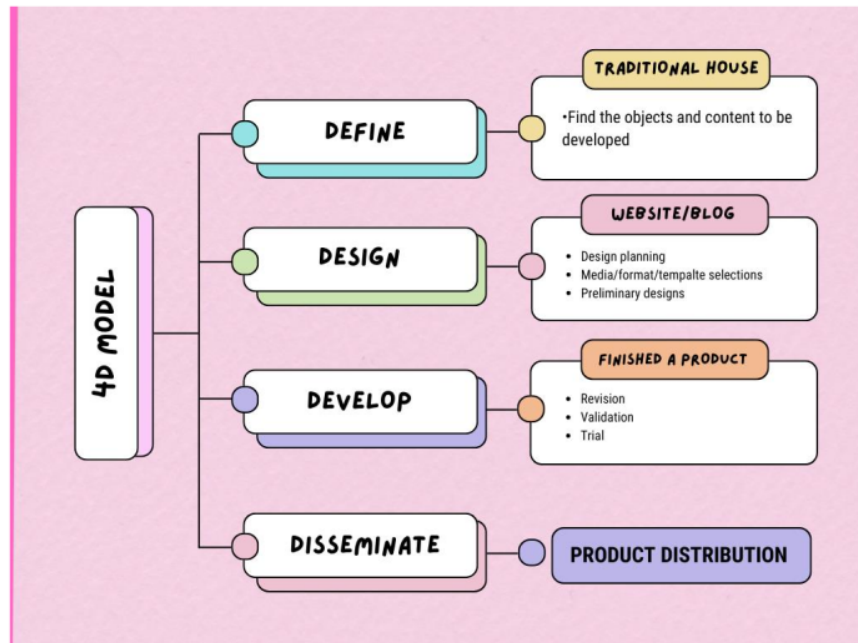
Picture 3.4 Diagram of 4D Models

Based on the picture above, the steps for developing a 4D model (four-d) by Thiagarajan, can be described as follows:

1. Define

Determining and defining demands in the research process and gathering various facts connected to the product to be developed are made easier with the help of the defined waste. In this instance, the data was first analyzed through interviews with traditional or community leaders. Next, a potential analysis of the village is conducted by observing its characteristics. Finally, a concept analysis is carried out by taking into account content that is in line with village promotion needs. Following that, an analysis work is

completed with the goal of evaluating written content linked to the material to be developed, and lastly, an analysis of development objectives is completed to ascertain product achievement indicators. The actions listed below at the defined waste area are:

➢ Front-end analysis

Currently, researchers are conducting an early diagnosis to enhance the efficacy and efficiency of boosting village tourism promotion.

➢ Village analysis

At this stage, the characteristics of the village are studied, for example: the number of inhabitants, existing local wisdom, attractiveness, etc.

➢ Task analysis

At this stage, researchers analyze products or promotional strategies that are coock with village characteristics in order to achieve research objectives.

➢ Concept analysis

At this point, the researcher gathers the actions that will be followed logically and examines the idea to be loaded as material.

➢ Formulation/Specification of Objectives

At this stage the researcher writes the purpose of making significant projects so as to make a change, such as:

- Village promotion through website
- The content of the website is content writing that explains the potential that is the attraction of the village

2. Design

Following analysis, the next stage is to develop a website that includes English content and promotes tourism in rural areas,

➢ One of the first steps in producing products is the preparation of content material. This involves media selection, which is done to find suitable media for the goal of promoting tourism villages. The source of the media used in this study, which attempts to

promote the tourism village, is a website with written content in English.

➢ Format selection, carried out at the initial step. Format selection is done so that the format chosen is in accordance with the material / content of the content. The selection of the form of presentation is adjusted to the media to be used. The selection of formats in development is intended to design content which includes material design, images, and writing in developing digital tourism villages.

➢ Initial design, namely content and media that must be done before the trial is carried out. According to Thiagarajan (1974:7) *"initial design is the presenting of the essential instruction through appropriate media and in a suitable sequence."*. The following is the initial design of the product:

    1) Front attachment (outer cover, preface, table of contents, concept map, instructions for use).

    2) The content of this teaching material consists of (material)

    3) End loading section, bibliography, documentation or back sound

3. Develop

    Researchers at this level concretize the outcomes of planning at the previous design stage. The product that has been envisioned in this stage of development is then developed The village's promotion has been improved based on professional advice and trials, with the goal of producing written material. Here are the steps that need to be followed in this case:

➢ Expert Validation

    Expert appraisal is a method for getting recommendations for how to improve the content, according to Thiagarajan et al.

(1974:8). One way to verify or evaluate the viability of a product concept is expert validation. Should the product meet all necessary conditions, it can be considered practical for usage. Furthermore, the product may be updated and evaluated once more until it is determined to be practical if it falls short of the minimum requirements. This procedure is typically carried out by travel writers, travel directors, travel performers, travel enthusiasts, or travel-related companies.

➢ Product Revisions

After the product design is validated by experts, it can be known the shortcomings of the learning media. These shortcomings are then corrected to produce even better products.

➢ Trial

Product trials are carried out after validation and revision and improvement to seal experts, media experts, and linguists. The purpose of product trials is to get information on whether the product developed in delivering practical and useful content or not compared to promotion that is done manually. This development testing is carried out on a small scale (limited) as a user of the product.

➢ Finished Products

If the product is valid and practically does not undergo retrial, then the product is ready for use in the village.

4. Disseminate

The dispersal stage comes last, following the completion of all trials and instrument revisions. This phase's goal is to promote the product.

3.3 Research Schedule

The study was carried out in the West Gunungsitoli District of Gunungsitoli City, specifically in Tumori Village. The research implementation period started on April 5, 2024, and will run until the end.

3.4 Data Collections and Analysis

This study used surveys, observations, and interviews as its methods of gathering data.

1. Observation

   When compared to other methods, such as surveys or interviews, observation as a data collection approach offers special qualities. If surveys and interviews are always conducted with people, then observation is not restricted to that population alone but also includes other natural things. According to Sutrisno Hadi (1986 in Sugiyono 2021) observation is a complicated activity made up of a variety of interdisciplinary and psychological processes. The two most crucial ones are the memory and observation processes. Techniques for gathering data through observation are employed when the research pertains to human behavior, work processes, or natural occurrences, and when there are several respondents being observed. Some of the items that will be noted are the village's state, population, objects or potentials discovered there, historical sites or buildings, and a few other items that could be utilized as preliminary data.

2. Data Collection by Interview

   Interviews are meetings between two people when information and ideas are exchanged through questions and responses. According to Esterberg in Sugiyono (2019), the meaning of an interview can also be formed for a certain topic. Various types of interviews are available, including organized, semi-structured, and unstructured ones, as stated by Esterberg in Sugiyono (2019). According to Sugiyono (2019), structured interviews can be utilized as a data collection technique if researchers or data collectors are clear about the information they will gather beforehand. As a result, when conducting interviews and gathering data from collectors, I have created research tools in the form of written questions, for which I have also prepared alternate answers. Each responder received the same question during this structured interview, and the data collector recorded it (Sugiyono, 2019). Semi-structured interviews are categorized under "in-depth interviews," where the implementation is more thorough than in structured interviews. The goal of

this type of interview is to raise issues more directly, with the party invited by the warrancars being questioned about their thoughts and opinions (Sugiyono, 2019). As per Sugiyono (2019), unstructured interviews are those in which researchers do not follow interview norms. Things have been thoroughly and methodically compiled for data collection. The interview rules were limited to providing an outline of the problem to be asked; however, to obtain additional information about the respondents, researchers may also employ unstructured interviews. Drawing from the explanation provided above, this study employed semi-structured interviews to facilitate data analysis. Example of interview questions

1. What is the history of Tumori village?

2. What is the tourist attraction / destination / icon in this village?

3. Why is it a tourist village?

4. What are the challenges or obstacles faced by the village in developing this tourism village?

5. Does this tourist village have local crafts? Which is one of the sources of livelihood for the community?

6. How about the typical culinary case? Is there a typical culinary in this village?

7. How is the history of the establishment of traditional houses in this village?

8. How many traditional houses are there in this village? And which is the oldest of these houses?

9. What year was this traditional house established and who was the main founder?

10. What are the traditional houses made of?

11. What are the parts of this traditional house?

12. What is this traditional house called?

13. What is the uniqueness and attractiveness of the traditional house in this village?

14. What cultural values or traditions are found in this traditional house/village?

15. What are the characteristics of the architecture and design of the house that distinguish it from other buildings?

16. How is the number of visitors in this village? Does it increase every year? Or maybe even decreasing?

17. Has there ever been a promotion of this traditional house?

18. What are the challenges or obstacles in promoting this traditional house?

19. Does the community contribute to the development of this traditional house?

20. What is the role of the younger generation especially the youth of Tumori village in developing this village promotion?

21. What are your hopes for this tourism village?

22. Does the village have a specific platform for the development of this tourism village? (If not, ask: why not? What is the basis of the problem)
23. Who plays a role in the development of this village? Is it just the small community sector? The village government? Or maybe anyone who contributes to the development of this tourism village?
24. Is there a special naming of this tumori? Maybe from the name of the street or the history of the architectural heritage that still exists in this village?

Table 3.1 Example of interview questions.

3. Questionnaire

The questionnaire was used to obtain data at the instrument testing and also product testing. Questionnaire are used to conduct research with the aim of producing accurate quantitative data. This study used a closed questionnaire, where utilizing a checklist or tick mark to indicate yes is sufficient. This study used a closed questionnaire, where utilizing a checklist or tick mark to indicate yes is sufficient.

3.5 Instrument of the Research

To gather study data through measurement, researchers employ instruments, also referred to as data gathering tools. The tools utilized for data collection and development I used checklists for the observation approach, questionnaires for the interview technique, and interview guidelines for the interview method in my research.

➢ Guidelines for Interviews: This guideline was used to gather basic information on the village's situation, to encourage media attention to the village's tourism industry, and to highlight visitors' desires to visit it.

Nama Responden	:	
Pekerjaan	:	
Hari/Tanggal	:	
Waktu	:	

No.	Indikator	Item Pertanyaan
1.	What are the main challenges faced by tourism villages in developing of writing English language content	1. Bagaimana Sejarah berdirinya desa Tumori ini? 2. Apa yang menjadi daya tarik/ destinasi/ ikon wisatawan pada desa ini? 3. Mengapa dikatakan sebagai desa wisata?

		4.	Apa saja tantangan atau hambatan yang dihadapi oleh desa dalam mengembangkan desa wisata ini?
		5.	Apakah desa wisata ini memiliki kerajinan lokal? Yang menjadi salah satu sumber pencahrian hidup masyarakat?
		6.	Bagaimana juga dengan halnya kuliner khas ? apakah didesa ini terdapat kuliner khas?
		7.	Bagaimana Sejarah berdirinya rumah-rumah adat didesa ini?
		8.	Berapakah jumlah rumah adat yang ada di desa ini? Dan mana yang paling tua diantara banyaknya rumah ini?
		9.	Tahun berapa rumah adat ini didirikan dan siapakah pendiri utamanya?
		10.	Terbuat dari apakah rumah adat yang ada disini?
		11.	Bagian-bagian dari rumah adat ini bagaimana?
		12.	Disebut apakah rumah adat ini?
		13.	Apa keunikan dan daya tarik rumah adat yang terdapat pada desa ini?
		14.	Apa saja nilai-nilai budaya ataupun tradisi yang terdapat pada rumah adat/desa ini?
		15.	Apa ciri khas arsitektur dan desain rumah yang membedakannya dengan bangunan lainnya?
		16.	Bagaimana jumlah pengunjung didesa ini ? apakah setiap tahun bertambah? Atau mungkin malah berkurang?
		17.	Apakah sudah pernah diadakan promosi pada rumah adat ini ?

		18.	Apa yang menjadi tantangan atau hambatan dalam mempromosikan rumah adat ini?
		19.	Apakah masyarakat berkontribusi dalam pengembangan rumah adat ini?
		20.	Apakah peran generasi muda khususnya pemuda desa Tumori dalam mengembangkan promosi desa ini?
		21.	Apa yang menjadi harapan anda terhadap desa wisata ini?
		22.	Apakah desa memiliki platform khusus dalam pengembangan desa wisata ini? (Jika tidak, tanyakan : mengapa tidak terdapat? Apa yang menjadi dasar permasalahannya)
		23.	Siapa saja yang berperan dalam pengembangan desa ini? Apakah hanya sektor masyarakat kecil? Pemerintah desa? Atau mungkin siapa saja pihak yang ikut berkontribusi dalam pengembangan desa wisata ini
		24.	Apakah ada penamaan khusus tentang tumori ini? Mungkin dari nama jalan atau sejarah peninggalan arsitektur yang masih ada pada desa ini?
2.	What is the role of writing English language content in promoting tourism villages?	1.	Bagaimana menulis konten dalam bahasa Inggris dapat membantu meningkatkan jumlah wisatawan yang mengunjungi desa wisata?
		2.	Apa saja strategi penulisan konten dalam bahasa Inggris yang efektif untuk mempromosikan desa wisata?

		3.	Mengapa penting untuk memiliki materi promosi desa wisata dalam bahasa Inggris?
		4.	Apakah penulisan konten dalam bahasa Inggris dapat mendukung praktek pariwisata yang bertanggung jawab dan berkelanjutan di desa wisata?
		5.	Apa manfaat memiliki situs web atau blog dalam bahasa Inggris untuk mempromosikan desa wisata?
		6.	Apa peran media sosial dalam menyebarkan konten dalam bahasa Inggris untuk mempromosikan desa wisata?
		7.	Apa tantangan yang mungkin dihadapi dalam menulis konten dalam bahasa Inggris untuk desa wisata, dan bagaimana cara mengatasinya?
3.	How does the impact of wiring English language content on the effectiveness of tourism villages promotions?	1.	Bagaimana kesan Anda terhadap konten berbahasa Inggris yang digunakan dalam promosi desa pariwisata?
		2.	Apakah konten berbahasa Inggris membuat Anda tertarik untuk mengunjungi desa pariwisata?
		3.	Bagaimana Anda menemukan konten berbahasa Inggris ini dibandingkan dengan promosi desa wisata lainnya?
		4.	Apakah konten berbahasa Inggris memberikan gambaran yang akurat tentang budaya dan daya tarik desa pariwisata?
		5.	Bagaimana penggunaan toponimi atau nama tempat lokal dalam konten berbahasa Inggris mempengaruhi persepsi Anda tentang destinasi?

		6. Apakah konten berbahasa Inggris memberikan informasi yang berguna dan relevan bagi Anda sebagai wisatawan?
		7. Apakah Anda merasa konten berbahasa Inggris ini menyampaikan budaya lokal dengan baik?
		8. Apakah Anda menemukan kesalahan atau ketidakakuratan dalam konten berbahasa Inggris yang Anda temui?
		9. Apakah ada saran atau rekomendasi untuk meningkatkan kualitas konten berbahasa Inggris ini?

Table 3.2 Interview Guidelines

➢ Observation Guideline:

The purpose of this guideline was to acquire preliminary information about village conditions, such as tourism activities, historical sites, tourist services, promotions, and resident resources, by performing observations inside the village.

1. Identitas observasi

    a. Kegiatan yang diamati   :

    b. Hari, tanggal   :

    c. Waktu   :

2. Aspek yang diamati

No.	Aspek Yang Diamati	Observasi	
		Ya	Tidak
1	Aktivitas Wisatawan		
2	Tempat bersejarah		
3	Infrastuktur desa wisata		
3	Kualitas Layanan Wisata		
4	Kegiatan budaya yang terdapat didesa		
5	Promosi desa wisata		
4	Kebersihan, keamanan, kenyamanan dan keramahtamahan		
5	Pelestarian lingkungan didesa wisata		
6	Kemampuan bahasa inggris penduduk lokal		
7	Sumberdaya Masyarakat		

8	Kolaborasi dengan pihak luar		
9	Ketersediaan Informan		

Table 3.3 Observation Guidelines

➢ Questionnaire

Questionnaires are usually used to make measurements with the aim to produce accurate quantitative data. The type of questionnaire used in this study is a closed questionnaire type that filling is sufficient by using a check list or tick. The questionnaire is arranged with a rating scale. The scale used for assessment using a Likert scale. In this study using a Likert scale with five alternative answers, namely SS (strongly agree), S (agree), KS (less agree), TS (disagree), and STS (strongly disagree). For quantitative analysis purposes, then each alternative answer on a Likert scale can be given a score or weight. The Likert scale weighting criteria are as follows:

No	Alternative Answer	Weight/Scale
1	Strongly Agree	5
2	Agree	4
3	Neutral	3
4	Disagree	2
5	Strongly Disagree	1

Table 3.4 Questionnaire Guidelines

This research uses a questionnaire to get data about instrument and product testing.

1). Instrument Testing

The material and product design of the web-based tourism village promotion media were tested in instrument testing. Material experts and media experts, along with practitioners and local residents, conducted the testing. The purpose was to gather information about the level of quality of the promotional materials produced and, before testing, to confirm or ascertain the viability of learning media goods..

a). Material Expert Testing

Testing by material experts was selected by one lecturer from the Faculty of Teacher Training and Education, Universitas NIAS, especially from the English language education study program who

was competent in the material developed. The testing instrument was carried out using a questionnaire/assessment sheet. The assessment sheet contains points that describe the suitability of the material. In addition, it is also accompanied by a fill-in sheet to write suggestions and input regarding the material. Input on this test is used as revision material to the design of the material.

No	Assessment Aspect	Sub Aspect	Item Number
1	The quality of content and purpose	conformity with the generic structure of description texts	2,4,5
		conformity with the linguistic elements of the description text	
		Font type and size	
2	Quality	Exposure of the object under study	3,6
		Creativity in pouring ideas	
3	Instructional quality	Appropriateness of the theme with the material	1,7
		Contains accurate facts	
Total			7

Table 3.5 Instrument Grids for Material Experts

b) Media Expert Testing

Testing was conducted by information technology experts who are experts in creating and developing promotional media. Instrument testing is carried out using a questionnaire or assessment sheet. The assessment sheet describes the suitability of the promotional media product design. In addition, it is included with a fill-in sheet where people can write comments, suggestions, and input about the material. The input from this test is used as a source for changes in the media design. The following table shows the instrument grid for the media expert assessment sheet:

No	Assessment Aspect	Sub Aspect	Item Number
1	Technical quality	Easy management and reproduction	2,5,6,7,8,9
		Layout settings	
		Attractive colours	
		font qualities	
		image quality	
		Animation quality	
2	Interface design	usable on various hardware specifications	1,3,4,10
		systematic	
		clear text	
Total			13

Table 3.6 Instrument Grids for Media Experts

2). Product Testing

The media for tourism village promotion was distributed to practitioners (village officials), as well as local residents and tourists. The product is used as new media by practitioners and local residents, who then provide reviews and input as revision material for the product. After testing, the data was analyzed to determine the quality of the product so that it can be decided whether the product is feasible to use or not. This is also done to find out if there are more mediums that can be used to promote the product. Tools are required to obtain data for the above purposes. At this stage, a questionnaire addressed to teachers and students was used as a tool. The questionnaire outlines the evaluation of material suitability, learning media design, and feedback sheets. The product testing instrument grids are as follows:

No	Assessment Aspect	Sub Aspect	Item Number
1	Technical quality	Easy management and reproduction	2,5,6,7,8,9,21,22
		Layout settings	
		Attractive colours	
		font qualities	

		image quality	
		Animation quality	
2	Interface design	usable on various hardware specifications	1,3,4,10,20,23,24
		systematic	
		clear text	
3	The quality of content and purpose	The terms used are precise and appropriate	11,12,13,14
		New, unique, useful and valuable	
		Creative	
4	Instructional Quality	Creates a new and fun atmosphere	17,16,15,19
		Makes it easier to obtain information	
		Interesting	
		Accuracy of Material	
Total			**24**

Table 3.7 Instrument Grids for Practitions and Local resident

3.6 Data Analysis Technique

The data obtained from this research and development are classified into two categories: qualitative data (words obtained from interviews, observations, and feedback or suggestions after product testing) and quantitative data (numbers obtained from the product assessment questionnaire).

1). Qualitative Data Analysis

Qualitative data was created through interviews and observations about the needs of village promotional media at the beginning of the research. This data was then studied to determine the importance of the promotional media product. In addition, the product trial activities also generated qualitative data consisting of inputs and recommendations. The first stage in our data analysis was organizing all of the information gathered from different sources. Next, a description and summary of the data are provided to enhance the promotional media product.

2). Quantitative Data Analysis

The viability and evaluation of website-based promotional materials for tourist villages are examined in the following data analysis, which employs a questionnaire for data collection. Descriptive analysis methods were then applied to the collected data and the questionnaire. To describe the acquired data as it is, descriptive statistics are used in descriptive analysis approaches, with no intention of drawing generalizable conclusions. The data from the questionnaire data collection is changed from qualitative to quantitative data so that it can be used in line with the research objectives. First, based on specified measurements, qualitative data in the form of statements that strongly agree, agree, neutral, disagree, and strongly disagree are transformed into numeric data on a scale of five, four, three, two, or one. Descriptive statistics are then used to assess the quantitative data. Quantitative data in the form of numbers from computations or measurements can be handled by adding up, comparing with the expected number, and generating a percentage, according to Suharsimi Arikunto in the book Qualitative Research Methodology, 2022. Based on this assessment, the qualitative data results may be combined, and the following formula can be used to determine the feasibility percentage:

$$Percentage\ of\ feasibility = \frac{score\ received}{maximum\ score}\ x\ 100\%$$

The eligibility criteria were used in this study to determine the results of the data analysis. Numbers are divided into the following categories: not feasible, less feasible, feasible enough, feasible, and very feasible. After producing the results of the feasibility percentage calculation, the results can be entered into the feasibility category. For the development of promotional media, the following is the feasibility classification. The feasibility value of the product made is calculated using this presentation scale table. This table uses a percentage scale created by Suharsimi Arikunto (2022: 11). The feasibility value of web-based promotional media products is determined as the lowest or not feasible.

No.	Score in Percent	Eligibility Category
1	0 – 20 %	Not feasible
2	21 – 40 %	Less Feasible

3	41 – 60 %	Moderately Feasible
4	61 – 80 %	Feasible
5	81 – 100 %	Very Feasible

Table 3.8 Classification of Feasibility Categories

To determine the feasibility category of each item of response, the sum of the results of each item is calculated and compared with the maximum score of each item, then the percentage of feasibility is calculated. It will be easier to determine the value criteria to determine whether this promotional media product is feasible or not to use by referring to the table above.

CHAPTER IV

FINDINGS AND DISCUSSION

4.1 Research Findings

A. Description of the Research Findings

This chapter describes the development process and results of the developed tourism village promotional media. A website-based tourism village promotion media was researched and developed concerning the 4D procedural development model by Thiagarajan. It includes four stages, consisting of (1) define, (2) design, (3) develop, and (4) disseminate. Approved and tested by validators, this promotional media will be discussed in this chapter. The 4D development model previously discussed is referenced in the website-based tourism village promotion material created in this study. In this study, the creation of promotional materials is related to two criteria for quality: efficacy and validity. The following is a description of the outcomes attained during each stage of the development of the relevant promotional media.

a) Define

1. Front-end analysis

   Front-end analysis aims to identify the problems often faced by the village in promoting the myriad of beauties it contains and help formulate an effective promotional strategy, which is related to the development of products that will be produced according to the current needs of the village.

2. Village analysis

   Village analysis is conducted to determine the characteristics of the village potential that will be developed through the design and development of this promotional media. Based on the observation results, the data obtained regarding the characteristics and potential of the village can be seen in the following table:

No		Village General Information	
I	1	Name of village	Tumori Village
	2	Year of establishment	1910
	3	Area	248 Ha

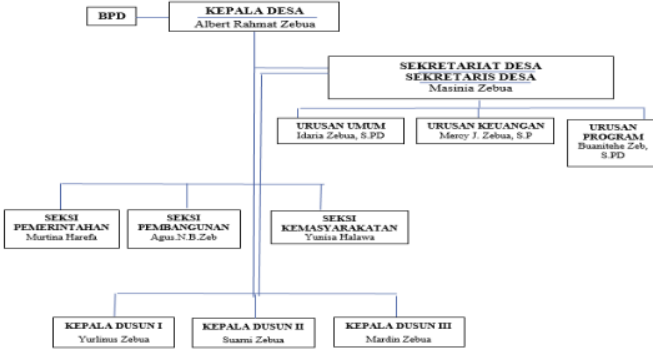|			
	4	Total population	1.142
	5	Religion	Christian, Islamic, Catholic
	6	The Head of the Village	Albert Rahmat Zebua, S.Pd.,SD
II		**Socio-Economic Conditions**	
	1	Number of education facilities	SD Tumori
	2	Educational level of the population	- Not yet in kindergarten/playgroup: 132 - Currently attending kindergarten/playgroups: 29 - Never been to school: 19 - Elementary school/equivalent: 130 - Completed elementary school /equivalent: 108 - Not graduated elementary 27ool/equivalent: 52 - Junior high school/equivalent: 66 - Graduated from junior high school or equivalent: 104 - Senior high school/equivalent: 27 - Graduated from senior high school or equivalent: 241 - Graduated D-2 or equivalent: 3 - Medium D-3 or equivalent: 2 - Medium S-1 or equivalent: 34 - Graduated S-1 or degree: 114 - Graduated S-2/equivalent: 5 - Unable to read and write Latin or Arabic letters: 1 - D-3/equivalent: 36
	3	People's livelihoods	Farmers, traders, breeders, entrepreneurs, bricklayers, carpenters, tailors, laborers, drivers, barbers, traditional and religious leaders, civil servants, honorary teachers, medical personnel, military and police personnel, and security guards
III		**Infrastructure and Facilities**	
	1	Type and length of roads	Asphalt
	2	Water availability	Sourced from River water, rainfed water, Drill Well, Spring, PDAM
	3	Electricity availability	All connected
	4	Facilities of worship	BNKP TUMORI, BNKP TUMORI O'O, GPT BUKIT SION
	5	Sports and entertainment facilities	-
	6	Telecommunication Network	Telkomsel (95%) users Indihome (10%) users
	7	Irrigation	Ditch
		**Village Potential**	
	1	Local Wisdom	- Wedding traditions - Traditions of the dead - Traditions before and after birth

IV			• Child-naming traditions • The tradition of making graves • House-building traditions • Fangotomeo tradition • Planting tradition • Harvest tradition • The tradition of giving traditional/herbal medicine • Regional dance • Traditional regional expressions
	2	Tourism	• Tumori Village is a village that is still thick with culture and customs, so it is referred to as "Banua Hada" or "Banua Hada Laraga" • Tumori Village has 10 traditional houses and 4 Gowe (Stone Menhirs) that have an ancestral history in them. • has several traditional foods, arts, and typical souvenirs that are claimed to come from this village
V	**Government and Institutions**		
	The structure of the village government STRUKTUR ORGANISASI PEMERINTAHAN DESA TUMORI KECAMATAN GUNUNGSITOLI BARAT KOTA GUNUNGSITOLI BPD — KEPALA DESA Albert Rahmat Zebua SEKRETARIAT DESA SEKRETARIS DESA Masinia Zebua URUSAN UMUM Idaria Zebua, S.PD — URUSAN KEUANGAN Mercy J. Zebua, S.P — URUSAN PROGRAM Buanitehe Zeb, S.PD SEKSI PEMERINTAHAN Murtina Harefa — SEKSI PEMBANGUNAN Agus.N.B.Zeb — SEKSI KEMASYARAKATAN Yunisa Halawa KEPALA DUSUN I Yurlimus Zebua — KEPALA DUSUN II Suarni Zebua — KEPALA DUSUN III Mardin Zebua		

Table 4.1 Village analysis

3. Task Analysis

At this stage, the researcher obtained an assessment of cultural heritage, sustainable tourism development, promotion of local culture, and preservation of traditions using website-based media as promotional media. As indicated in the table below, it is anticipated that this website will eventually be able to boost the number of tourists that visit the town and encourage its economic growth.

Description	The Stages of Implementation	Relationship
Enhancing tourism village promotions through the development of English-language content. The purpose of this title is to create a website/blog to enhance the promotion of Tumori tourism village by offering various English-language writings about the history and beauty of Tumori village. The scope of this research includes the village government, village community, and tourists.	- Finding and analysing villages - Design website/blog according to village needs - Developing the website/blog that has been created - Testing the validity of the product - Disseminating the product	Interacting, communicating and reporting to village government and local communities

Table 4.2 Task analysis

4. Concept analysis

In this step, the primary tasks that will be posted on the website as promotional media are identified, described in detail, and carefully compiled. The content contained in this research is a description text about the Tumori traditional tourism village. Based on the reality in the field, local and international tourists are interested in reading if the content contains a variety of information that is real and accurate, full of color, interesting, and has two languages at once. This means that, in summary form with language that is easy to understand, there is a sense of color and images on the website that do not invite a sense of boredom.

Picture 4.1 Example of website concept

5. Formulation/Specification of Objectives

- The purpose of creating a website as a promotional media is to increase the visibility and reach of online promotions. The website provides an opportunity to introduce products, traditional house tours, and a series of historical stories to a wider audience. It also makes it possible to convey complete and structured information about the organization or customary institution

- In addition, websites can increase interaction with customers through contact forms, comments, or live chat. This facilitates two-way communication which is important in building customer relationships.

- Websites aim to create a strong online presence, increase brand awareness, and generate business growth through effective promotional strategies.

b) **Design**

A media design is created at this point. The goal of this phase is to create a media design that will be advanced. The following are the steps to follow:

1. Selecting an appropriate topic or content.

The formulation of subtopics in this activity must be reviewed to select a suitable material to be presented in the media production. To choose suitable material or content presented in the creation of website-based tourism village promotion media. The

topic chosen and developed by the researcher is in the form of a description text about "Tumori Tourist Village." In connection with this, researchers have consulted and approached local village officials, especially the village head and village secretary, together with traditional leaders and community leaders of Tumori village. They said that there is no special site or website to promote this traditional tourism village; they hope that the website created by the researcher can support the community's economy for tourist visits and that this village can develop and be known among the wider community only through one website.

2. Setting Criteria

The selection of media criteria is intended to design promotional media content tailored to the needs of the village. Based on this, the selected media development is based on the concept of containing English writing content (applying two languages at once, namely English and Indonesian as a translation), which then includes attractive coloring and display accompanied by images related to daily life, architectural heritage, traditional clothing, various local wisdom, the daily life of the village community, typical food, and so on. Then the style of writing and pouring ideas that are clear and easily understood by readers.

3. Initial Design

The media that was designed in this phase to gather the data needed for the development process is one of the first design outcomes. A simple website that will be created at the development stage will be the result of this phase. The website-based tourism village promotion media is designed using Google Sites with Times New Roman fonts, Lobster, Lora, Lexend, etc., accompanied by attractive color displays, animations, backgrounds, audio videos, and images. The scope of the content of the presentation also contains the history contained therein; the habits of the community are loaded in such a

way that the reader is not bored reading the website-based tourism village promotion media.

Picture 4.2 Front page of website

Picture 4.3 Menu options on the website

Picture 4.4 An example of content on the website

c) Develop

This stage is to produce the final form of promotional media after going through a series of revisions based on input from experts and trial data. The steps taken at this stage are as follows:

1. Media and Material Expert Validation

   This stage was conducted after the design stage and was conducted by validators. Validators assess physical features, materials, utilization, language, and materials. The results of expert validation were used as the basis for revising the media and materials. In this case, the researchers used suggestions and recommendations from the experts.

No	Name	Job/Position
1	Krisman Anugerah Zebua, S.Kom	Employee of DISKOMINFO Kota Gunungsitoli and IT Consultant
2	Yasminar Anita Telaumbanua, S.Pd.,M.Pd	Lecturer in English Education Study Program

Table 4.3 Validator's Name

   Corrections, critiques, and recommendations are derived from the validator's evaluation results, and these will serve as a guide for rewriting the produced media. become a point of reference for those updating newly created media. When examining the written content on the website, the validator provided the following recommendations and input:

Revision item	Before revision	The result of revision
Appearance and Colors	Mismatched font color selection	There is a match
	Different fonts for each paragraph	Determination of the same font type and size in each paragraph
Content	Not suitable with description text	In accordance with the rules and writing of description text

Lettering	Inappropriate use of uppercase and lowercase letters	Correct use of upper- and lower-case letters

Table 4.4 The Results of Media and Material Revisions Based on Expert Validation Results

2. Practitioner Validation

   After the validation of lecturers and experts is completed, the product must be validated by practitioners. Mr. Albert Rahmat Zebua, S.Pd., SD, who served as the head of Tumori village, where the research was conducted, validated this product. The results of product validation by practitioners consisted of four aspects: content/material feasibility, physical/ability aspects, utilization aspects, and language aspects. The following are the results of the Indonesian language teacher validation.

3. Product Testing Stage

   The final stage of this development research is to conduct a limited trial on a web-based tourist village promotion media product. This trial only sees what the population does as media users. residents only assess several aspects and give opinions on whether this is successful or not.

d) **Disseminate**

   The promotional media produced at the end of this development stage The final result is a website-based tourism village promotion media which is then distributed to the residents and village officials of Tumori and also at several points of the traditional house, but due to time and material constraints, the dissemination stage is limited to only being carried out during media trials. due to time and material constraints, this dissemination stage was limited to media testing.

B. **Data Analysis**

   There are 4 types of data presentation in this study, namely data on the results of validation by material experts and data on the results of validation by media experts, validation by practitioners (in this case, the practitioner in question is the head of Tumori village) and data on the results of

validation by tourists and local residents. This research data was obtained by filling out an assessment questionnaire given by researchers to validators, practitioners, tourists, and local residents. The following data and analysis of validation results:

1. **Data on Material Expert Validation Results**

   Material validation was carried out by a material expert and an lecturer of English Education, namely Yasminar Amaerita Telaumbanua, S.Pd., M.Pd. The assessment results can be seen in the following table:

No	Assessed Aspects	Statement				
		SS	S	N	TS	STS
I. Content/Material Feasibility						
1	The theme used is appropriate to the material/content	√				
2	Content matches the generic structure of the description text	√				
3	Provides a clear and detailed description or depiction of the object described.	√				
4	Content is in accordance with the linguistic elements of the description text		√			
5	Contain accurate and up-to-date facts	√				
II. Physical Aspects/Skills						
1	The font size is correct and appropriate	5				
2	Creative in expressing ideas and thoughts		4			

Table 4.5 Data on Material Expert Validation Results

Expert validation showed that this material meets the set standards and can be used properly. Below can be seen the distribution of assessments by experts

No	Aspect	Number Item	Score Distribution				
			5	4	3	2	1
1	Content/Material Feasibility	5	4	1	0	0	0

| 2 | Physical Aspects/Skills | 2 | 1 | 1 | 0 | 0 | 0 |

Table 4.6 Distribution of Material Expert Validation results

Overall, the experts gave a positive assessment of the validated materials. This is indicated by the high percentage of 'Good' and 'Very Good' ratings. And the total number of assessments from material experts can be seen below:

No	Aspect	Number Item	The score that obtained	Scores (x)
1	Content/Material Feasibility	5	5	5
2	Physical Aspects/Skills	2	5	5
			Total	5

Table 4.7 Score of Material Expert Validation Results

According to the results of the assessment by material experts presented in table 4.7, the average assessment of website- or blog-based promotional media products can be calculated as follows:

$$M = \frac{\Sigma x}{N}$$

$$M = \frac{10}{2} = 5$$

Note:

M   = Mean

Σx = Total overall score

N   = Total of all objects

Value	Criteria
$3.5 \leq V \leq 4$	Very valid
$2.5 \leq V < 3.5$	Valid
$1.2 \leq V < 2.5$	Quite valid
$0 \leq V < 1.5$	Not valid

Description: V = average value of validity from all validators

Table 4.8 Criteria for the Level of Validity of Promotional Media

Based on the overall material assessment criteria with a score of 5 getting a **Very valid**.

61

2. **Data on Media Expert Validation Results**

Media validation was carried out by a media expert, an employee of DISKOMINFO and IT Consultant in Gunungsitoli city, Krisman Anugerah Zebua, S.Kom. The assessment results can be seen in the following table:

No	Assessed Aspects	Statement				
		SS	S	N	TS	STS
I. Content/Material Feasibility						
1	The purpose of the text is clear		√			
2	The description and illustration of the object are clear and detailed		√			
II. Physical Aspects/Skills						
1	The font size is correct and appropriate			√		
2	Creative in expressing ideas and thoughts	√				
3	Product layout is concise and harmonious			√		
4	Use of attractive and unobtrusive colors			√		
5	Quality of picture		√			
6	Quality of animation		√			
7	Quality of audio and video		√			
III. Utilization Aspect						
1	Media operation and management become easier	√				
2	Can be used in various hardware specifications		√			
IV. The language aspect						
1	Communicative and academic		√			

Table 4.9 Data on Media Expert Validation Results

Expert validation showed that this media meets the set standards and can be used properly. Below can be seen the distribution of assessments by experts

No	Aspect	Number Item	Score Distribution				
			5	4	3	2	1
1	Content/Material Feasibility	2	0	2	0	0	0

2	Physical Aspects/Skills	7	1	3	3	0	0
3	Utilization Aspect	2	1	1	0	0	0
4	The language aspect	1	0	1	0	0	0

Table 4.10 Distribution of Media Expert Validation results

Overall, the experts gave a positive assessment of the validated materials. This is indicated by the high percentage of 'Good' and 'Very Good' ratings. And the total number of assessments from material experts can be seen below

No	Aspect	Number Item	The score that obtained	Scores (x)
1	Content/Material Feasibility	2	2	2
2	Physical Aspects/Skills	7	7	7
3	Utilization Aspect	2	2	2
4	The language aspect	1	1	1
			Total	3

Table 4.11 Score of Media Expert Validation Results

According to the results of the assessment by media experts presented in table 4.11, the average assessment of website- or blog-based promotional media products can be calculated as follows:

$$\mathbf{M} = \frac{\Sigma x}{N}$$

$$\mathbf{M} = \frac{12}{4} = 3$$

Note:

M   = Mean

Σx = Total overall score

N   = Total of all objects

Value	Criteria
$3.5 \leq V \leq 4$	Very valid
$2.5 \leq V < 3.5$	Valid
$1.2 \leq V < 2.5$	Quite valid
$0 \leq V < 1.5$	Not valid

Description: V = average value of validity from all validators

Table 4.12 Criteria for the Level of Validity of Promotional Media

Based on the overall material assessment criteria with a score of 3 getting a **Valid**.

3. **Data on Practitioner Validation Results**

   Validation by practitioners was carried out by the head of Tumori Village, Mr Albert Rahmat Zebua, S.Pd., SD. The assessment results can be seen in the following table:

No	Assessed Aspects	Statement				
		SS	S	N	TS	STS
I. Content/Material Feasibility						
1	The purpose of the text is clear		√			
2	The description and illustration of the object are clear and detailed		√			
II. Physical Aspects/Skills						
1	The font size is correct and appropriate	√				
2	Creative in expressing ideas and thoughts		√			
3	Product layout is concise and harmonious	√				
4	Use of attractive and unobtrusive colors	√				
5	Quality of picture	√				
6	Quality of animation	√				
7	Quality of audio and video	√				
III. Utilization Aspect						
1	Media operation and management become easier	√				
2	Can be used in various hardware specifications	√				
IV. The language aspect						
1	Communicative and academic	√				

Table 4.13 Data on Practitioner Validation Results

Practitioner showed that this media meets the set standards and can be used properly. Below can be seen the distribution of assessments by experts

No	Aspect	Number Item	Score Distribution				
			5	4	3	2	1
1	Content/Material Feasibility	2	0	2	0	0	0
2	Physical Aspects/Skills	7	6	1	3	0	0
3	Utilization Aspect	2	2	0	0	0	0

| 4 | The language aspect | 1 | 1 | 0 | 0 | 0 | 0 |

Table 4.14 Distribution of Practitioner Expert Validation results

Overall, the experts gave a positive assessment of the validated materials. This is indicated by the high percentage of 'Good' and 'Very Good' ratings. And the total number of assessments from material experts can be seen below

No	Aspect	Number Item	The score that obtained	Scores (x)
1	Content/Material Feasibility	2	2	2
2	Physical Aspects/Skills	7	7	7
3	Utilization Aspect	2	2	2
4	The language aspect	1	1	1
			Total	3

Table 4.15 Score of Practitioner Expert Validation Results

According to the results of the assessment by practitioner experts presented in table 4.15, the average assessment of website- or blog-based promotional media products can be calculated as follows:

$$M = \frac{\Sigma x}{N}$$

$$M = \frac{12}{4} = 3$$

Note:

M   = Mean

Σx = Total overall score

N   = Total of all objects

Value	Criteria
$3.5 \leq V \leq 4$	Very valid
$2.5 \leq V < 3.5$	Valid
$1.2 \leq V < 2.5$	Quite valid
$0 \leq V < 1.5$	Not valid

Description: V = average value of validity from all validators

Table 4.16 Criteria for the Level of Validity of Promotional Media

Based on the overall material assessment criteria with a score of 3 getting a **Valid**.

4. Data on Tourist/Local residents Validation Results

Validation was carried out not only with material experts, media experts and practitioners, but also by users, namely tourists / local residents, Deventius Awaizawato Zebua, a student of the Faculty of Economics, Universitas Nias. In this validation, users provide an assessment as well as comments and suggestions based on the content contained on the website. The results of the assessment can be seen in the following table:

No	Assessed Aspects	Statement				
		SS	S	N	TS	STS
I. Content/Material Feasibility						
1	The theme used is appropriate to the material/content	√				
2	Fostering reader's curiosity		√			
3	The distribution of material is done appropriately			√		
II. Physical Aspects/Skills						
1	Creative in expressing ideas and thoughts	√				
2	Quality of picture		√			
III. Utilization Aspect						
1	Media operation and management become easier	√				
2	New and fun atmosphere	√				
3	unique, useful, valuable and true	√				
4	The media provided makes it easier for tourists/local residents to obtain information	√				
5	Easy to use	√				
6	Media display that attracts interest		√			
IV. The language aspect						
1	Communicative and academic		√			
2	The terms used are precise and appropriate		√			

Table 4.17 Data on Tourist/Local residents Validation Results

Tourist/local residents showed that this media meets the set standards and can be used properly. Below can be seen the distribution of assessments by experts

No	Aspect	Number Item	Score Distribution				
			5	4	3	2	1
1	Content/Material Feasibility	3	1	1	1	0	0
2	Physical Aspects/Skills	2	1	1	0	0	0
3	Utilization Aspect	6	5	1	0	0	0
4	The language aspect	2	0	2	0	0	0

Table 4.18 Distribution of Tourist/Local residents Validation results

Overall, the experts gave a positive assessment of the validated materials. This is indicated by the high percentage of 'Good' and 'Very Good' ratings. And the total number of assessments from material experts can be seen below

No	Aspect	Number Item	The score that obtained	Scores (x)
1	Content/Material Feasibility	3	3	3
2	Physical Aspects/Skills	2	2	2
3	Utilization Aspect	6	6	6
4	The language aspect	2	2	2
			Total	3,25

Table 4.19 Score of Tourist/Local residents Expert Validation Results

According to the results of the assessment by material experts presented in table 4.19, the average assessment of website- or blog-based promotional media products can be calculated as follows:

$$M = \frac{\Sigma x}{N}$$

$$M = \frac{13}{4} = 3,25$$

Note:

M   = Mean

Σx = Total overall score

N   = Total of all objects

Value	Criteria
$3.5 \leq V \leq 4$	Very valid
$2.5 \leq V < 3.5$	Valid
$1.2 \leq V < 2.5$	Quite valid
$0 \leq V < 1.5$	Not valid

Description: V = average value of validity from all validators

Table 4.20 Criteria for the Level of Validity of Promotional Media Based on the overall material assessment criteria with a score of 5 getting a **Valid**.
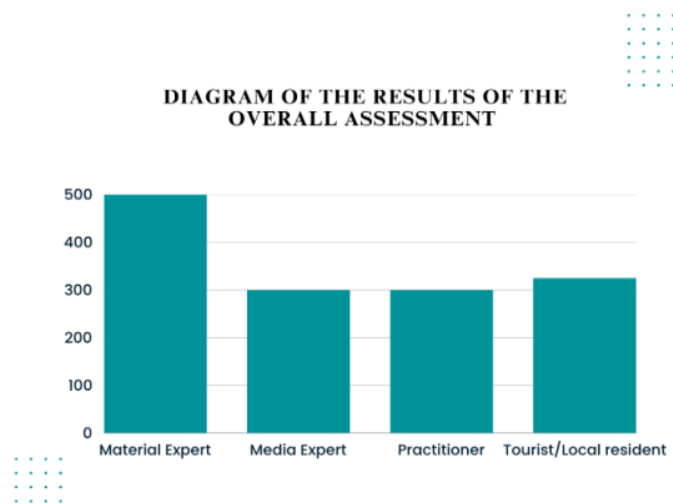
5. **Results of the Data Analysis**

    In the results of the data analysis, four main topics will be presented, namely, the results of the assessment by material experts, the results of the assessment by media experts, the results of the assessment by practitioners, and the results of the assessment by users, in this case, tourists and residents, regarding the evaluation of promotional media. The results of the data analysis are presented as follows:.

Respondents	Average	Criteria
Material Expert	5,00	Very valid
Media Expert	3,00	Valid
Practitioners	3,00	Quite valid
Tourist/Local residents	3,25	Not valid
Total	**3,56**	**Very valid**

Table 4.21 The Results of the Overall Assessment Data

As for the diagram of the overall assessment results, they can be seen in the following picture:

DIAGRAM OF THE RESULTS OF THE OVERALL ASSESSMENT

Picture 4.5 Diagram of the results of the overall assessment

Based on the data analysis in Table 4.21, it is known that the development of this promotional media has an average of $3.5 \leq V \leq 4$.

Based on this, it can be concluded that learning media products can be declared very valid. A description of the details of the results of the development of promotional media is as follows:

1. Material Expert Validation Results

   Based on the results of the review by the material expert, calculations were made by finding the average overall score by the material expert adjusted to a four-scale convection table. The results of the assessment from the media expert obtained an average score of 5, which is in the range of $3.5 \leq V \leq 4$. It can be identified that promotional media products are **very valid** based on reviews by material experts.

2. Media Expert Validation Results

   Based on the results of the review by the media expert, calculations were made by finding the average overall score by the material expert adjusted to a four-scale convection table. The results of the assessment from the media expert obtained an average score of 3, which is in the range of $2.5 \leq V < 3.5$. It can be identified that promotional media products are **valid** based on reviews by media experts.

3. Practitioner Validation Results

   Based on the results of the review by the practitioner, calculations were made by finding the average overall score by the material expert adjusted to a four-scale convection table. The results of the assessment from the media expert obtained an average score of 3, which is in the range of $2.5 \leq V < 3.5$. It can be identified that promotional media products are **valid** based on reviews by practitioner

4. Tourist/Local residents Validation results

   Based on the results of the review by the tourist/local residents, calculations were made by finding the average overall score by the material expert adjusted to a four-scale convection table. The results of the assessment from the media expert obtained an

average score of 3,25 which is in the range of $2.5 \leq V < 3.5$. It can be identified that promotional media products are **valid** based on reviews by tourist/local residents.

C. Product Review

The final product of this development research is to produce promotional media for the Tumori tourism village in the form of a website or blog to increase the promotion of the village so that it is better known by all elements of society in an easy, cheap, and safe way. This development research uses a type of Design and Development (R&D) research developed by Richey and Kein with a research method using 4D developed by Thiagarajan with the steps of define, design, develop, and disseminate. From the results carried out, researchers have succeeded in developing a website that is developed to meet the aspects of material suitability, material content, and material completeness (description text).

In addition to the aspects mentioned above, this website has also fulfilled aspects related to the characteristics of good website promotional media, including aspects of format, content, and content, including detailed information about products and services; a page for sales and consultation; saving costs; reaching a wider audience; and being easy to find and access by new users. The preparation of content on this website considers both material and media aspects to produce a website that is suitable for use.
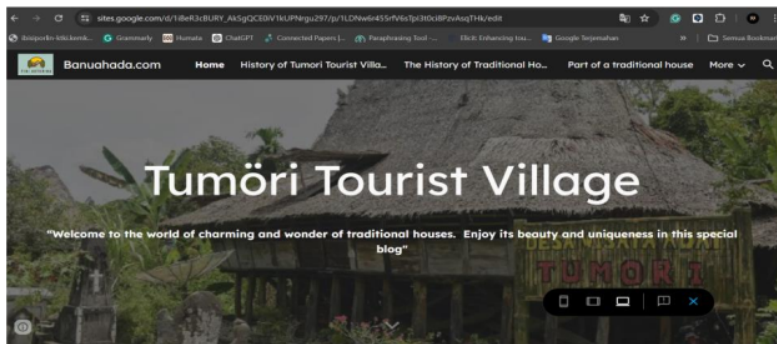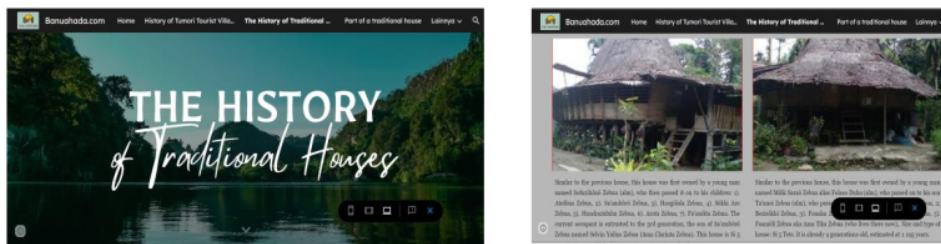
**Picture 4.6** Front page of website
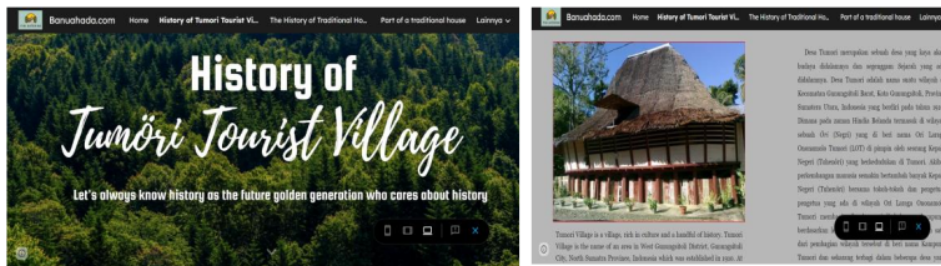
Picture 4.7 History of Tumori Tourist Village

This menu tells the history of Tumori village, the division of the village area, and the coordinates of Tumori village.


Picture 4.8 History of Traditional Houses

This menu tells about the history of the establishment of traditional houses in Tumori village, who was the first founder, and the composition of descendants from beginning to end.
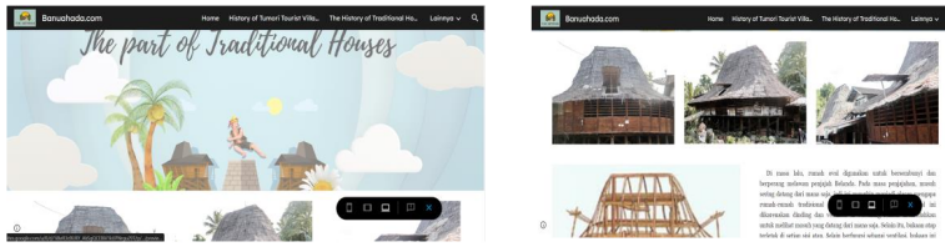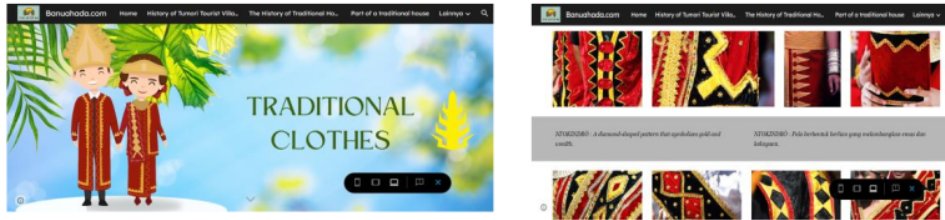
Picture 4.9 The part of Tradisional Houses

This menu tells of the parts of a traditional house, the composition of the house, and some pictures of traditional house
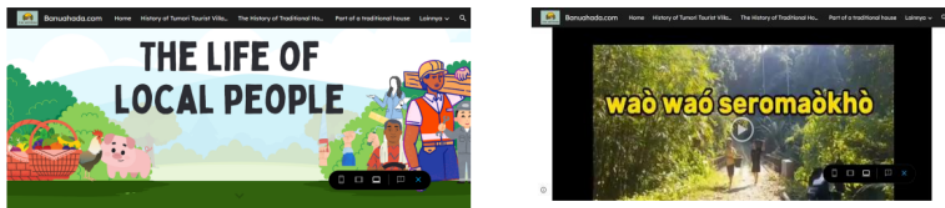

Picture 4.10 The life of local people

This menu illustrates how people lived in the past, which is still maintained in today's society.

Picture 4.11 Traditional Clothes

This menu informs about the traditional Nias clothing used by the community as a symbol of wealth, success, and the fortitude of the community, as well as the shape and appearance of the traditional house itself.
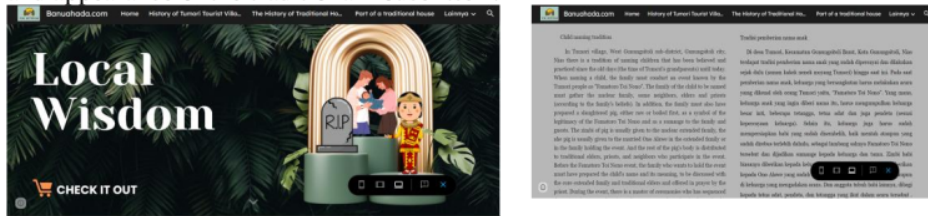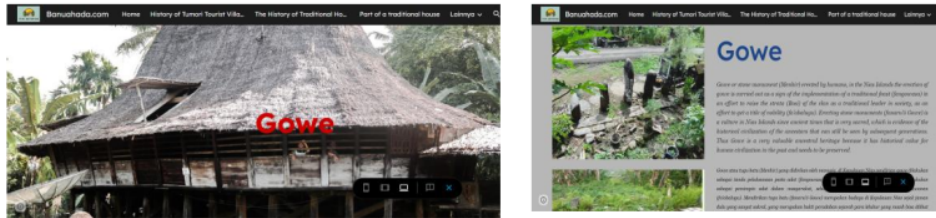

Picture 4.12 Local Wisdom

This menu shows how the local wisdom of the Tumori village community exists and is maintained to this day.
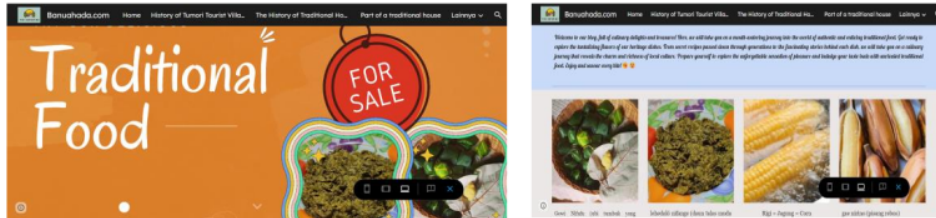
Picture 4.13 Traditional Food

This menu provides information on what traditional Nias foods are always served when guests visit Tumori village.

Picture 4.14 Gowe

This menu provides information about Gowe or Menhir stones that still exist in this village.

Picture 4.15 Publisher

This menu provides information about publisher and some templates, when another publisher needs to write something about Tumori village.

4.2 Discussion of Research Findings

A. Discussion of Research Problem

This development research discussed the development results to answer research questions in developing a Tumori tourist village in the form of a website or blog-based promotional media. In general, three questions must be answered: (1) What are the main challenges that tourist villages face in developing English writing content? (2) What is the role of writing English content in promoting village tourism? (3) How does English content writing impact tourism's effectiveness in village promotion? Based on the results obtained, the following points can be discussed:

1. The main challenges that tourist villages face in developing English writing content

   The main challenges faced by the Tumori tourist village in developing English-language written content include several critical aspects. Firstly, limited English proficiency among local communities is a significant barrier. Many villagers are not fluent in English, making it difficult to create content that is appropriate and appealing to international travelers. Not only this village, but many tourist villages in Indonesia also have a low command of English, making it difficult to express the uniqueness of the village in an international language. Secondly, the lack of resources and access to professional training in writing and translating English content is also an obstacle. This includes limited access to adequate technology and the internet for content research and development. In addition, budget constraints are also an obstacle to hiring professional experts to produce quality English-language content.

   Furthermore, sustainability and consistency in English content management are also challenges. Producing engaging and continuous content requires time, effort, and a deep understanding of international travelers' preferences. Tourism villages often face difficulties in maintaining the consistency and relevance of published content. Lack of understanding of international travelers' preferences and needs is also a challenge. Tourism

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villages often do not have enough insight into what appeals to foreign tourists, so the content produced is not fully engaging and informative. In addition, the content created tends to focus too much on general descriptions without touching on aspects of culture, history, or unique experiences that could attract tourists.

Finally, challenges in collaboration between stakeholders also arise, especially in coordination between local governments, tourism village managers, and local communities. Difficulties in unifying visions and goals, as well as a clear division of roles in the development and promotion of English-language content, often hamper collective efforts in effectively promoting tourism villages in the global market. In addition, limited digital infrastructure and internet access in the villages are also barriers to effectively distributing English-language content through online platforms. This makes it difficult for tourism villages to reach a global audience and promote their destinations on an international scale. Efforts to develop human resource capacity, market understanding, and adequate digital infrastructure are key to overcoming these challenges.

2. The role of writing English content in promoting village tourism

English-language content serves as a communication bridge that allows tourist villages to reach a wider international audience. English content makes information about the tourism village more accessible and understandable to foreign tourists. By providing information in English, Tumori tourism village can attract tourists from various countries, not just local tourists. This can increase the number of foreign tourist visits, which has a positive impact on the village's economy. English content can increase the visibility of the village on search engines and social media platforms used by global users. It can also help tourist villages appear in search results when foreign tourists search for tourist destinations. In addition, involving local communities in the writing of English content can increase their sense of ownership and involvement in promoting their village.

3. The impact of English content writing on the effectiveness of Tumori tourist village

Then, what is the impact of this content development? The significant impact on the effectiveness of promoting the tourism village through written content in English through this website or blog is that it makes information about the tourism village efficient and more accessible to a global audience. It can increase the visibility of the Tumori tourism village on international search engines and social media platforms by attracting more foreign tourists. Good English-language content supporting digital marketing strategies can help tourism villages more effectively reach and attract tourists through various digital channels. A further impact is that involving local communities in writing and managing English content can increase engagement and ownership of promotional initiatives. It also opens up opportunities for residents to improve their English language skills, which benefits them personally and professionally. Overall, the development of effective English-language content can be an impactful strategy for increasing the effectiveness of tourism village promotion, attracting more foreign tourists, and providing a better experience for visitors.

B. Interpretation of the Data Collection

The process of developing this promotional media used the development model modified by S. Thiagarajan, Dorothy S. Semmel, dan Melvyn I. Semmel, which consists of four stages in the form of define, design, develop, and disseminate. The stages carried out begin with an initial-end analysis that aimed to identify problems often faced by the village in promoting its myriad of beauties and to help formulate an effective promotional strategy. Then analyze the village to determine the characteristics of the village's potential. The task analysis aims to identify and detail the potential of the village. The last is a concept analysis related to the concept that will be contained on the website. The initial design stage is in the form of activities to determine the topic or content contained, the criteria for placing content and images, and the design model, layout, color, and font. The validity analysis begins by calculating the average data of the media quality assessment from the validators in each aspect of the statement points. Moreover, the evaluation

criteria are compared with the average score obtained from all assessments. Based on both the theoretical description above and the validation process observations, the promotional media that has been generated has an average value of 3.25, falling into the valid category (x > 3.4). The average media validity score by material validators is 3, falling into the valid category. According to the results of media validation by practitioners, the promotional material that the implementer has created is highly valid, based on the assessment's average results. All elements of the media assessment fall into the valid category. After the trial stage, the validity stage in the field should be conducted by practitioners, visitors, and residents through interviews. This will provide an overall assessment of the various quality aspects of the product.

After the creation of the product is complete, interviews are conducted. Researchers interviewed practitioners to get information about what they had to say about the products piloted in the village. The researcher recorded everything that the practitioners said regarding the different aspects of the question. Furthermore, the researcher interviewed a number of people to obtain relevant data. Based on the previous presentation, it can be concluded that the interviews generated very positive responses. Thus, it can be said that the data collection conducted through this activity is truly valid.

4.3 Research Findings versus the Latest Related Research

This research was conducted by Sayekti Suindyah Dwiningwarni in May Indrawti, Machrus Ali, Syamsiyah Yuli Dwi Andari (2021) with the title "Development of Tourism Villages Based on Promotional Integration Through Websites." The aim of this research is to discuss the development of tourist villages in Indonesia, specifically Galengdowo Village in Jombang Regency. The influence of the COVID-19 pandemic on local tourism is another goal of this study, along with an overview of the techniques employed for supervision, training, mentoring, and assessment. Furthermore, to boost the capability of tourist villages and enhance community welfare, this research also aims to highlight how important it is to integrate promotion through websites and provide tourism information. The goal of this action research is to create websites and digitalize tourist

villages. Training, mentorship, monitoring, and assessment were the techniques employed. The study's findings indicate that participants are greatly impacted by guidance and support with running the website and creating promotions. Managers rely on the Tourist Information Center to give visitors information about local attractions. Following training, the caliber of Pokdarwis managers improved with a distinct assignment of duties. Now this research also touches on digital, namely the website. The relationship between the website and this research is that the development and integration of the website is the main focus of this research to improve promotion and tourist information in Galengdowo Village. The galengdowo.id website is used as a medium to promote and provide tourist information in the village. So, this research aims to develop Galengdowo tourism village through digitalization and the creation of an integrated website as a means of promotion and the provision of tourist information for potential visitors.

Meanwhile, in further research, the development of website-based promotional media follows the Thiagarajan model, which consists of four stages: definition, design, development, and distribution. The purpose of this study is to promote the English-language Tumori tourist village. This website preserves the village's history, natural beauty, and customs. They are immediately in the execution phase, not only integrating. This study makes use of 4D modeling and research and development (R&D) methodologies. This research's development process consists of six steps: (1) preliminary investigation; (2) planning; (3) initial product development; (4) initial product testing; (5) product revision; and (6) final product testing. Questionnaires, interviews, and observations are used in data collection. Both quantitative and qualitative descriptive analysis are used in data analysis methodologies. The outcome of this study was a product that was developed, tested, and assessed. It took the shape of English-language tourism village promotional materials. It can be concluded that overall, this website-based English-language tourism village promotion media has been assessed by several experts and is valid. So, overall, this research focuses

on developing promotional materials for English-language tourist villages using research and development (R&D) methods.

4.4 Research Findings Implication

The development of English content allows tourist villages to present information that is accessible and understandable to international tourists.

a. Can increase the visibility of tourist villages in the global market and attract the interest of foreign tourists.

b. Quality, interesting, and informative English-language content can improve the image and attractiveness of tourist villages globally.

c. Involving local communities in developing English-language content can increase their sense of ownership and involvement in the promotion of tourism villages.

d. Developing English content for the promotion of tourist villages requires collaboration between local governments, tourist village managers, and related parties. This collaboration can encourage better synergy and coordination in developing village tourism.

Overall, the implications of this research show the importance of developing English-language content as a strategy to increase the promotion and development of sustainable tourism villages.

CHAPTER V

CONCLUSION AND RECOMMENDATION

5.1 Conclusion

Based on the value of data analysis on testing the promotional media developed both in terms of validator assessments and assessments from practitioners and tourists / local residents, it can be concluded that:

1. The development of website-based tourism village promotion media has been developed using the 4-D development model which consists of 4 stages, namely define, design, develop, and disseminate. Based on the validity test data, it meets the very valid category, with an average score of all aspects of the assessment of 3.56 so that it is suitable for use.

2. The Tumori tourist village faces several challenges in developing English-language written content. These include limited English proficiency among local communities, a lack of resources and access to professional training, and budget constraints. Sustainability and consistency in English content management are also challenges, as they require time, effort, and understanding of international travelers' preferences. Collaboration between stakeholders, including local governments, tourism village managers, and communities, is also a challenge. Limited digital infrastructure and internet access also hinder the effective distribution of English-language content. To overcome these challenges, efforts must be made to develop human resource capacity, market understanding, and adequate digital infrastructure.

3. English-language content helps tourist villages reach a global audience, making information more accessible to foreign tourists. This attracts tourists from various countries, positively impacting the village's economy. English content also increases village visibility on search engines and social media and involves local communities in promoting their village.

4. The development of effective English-language content can significantly enhance the effectiveness of promoting a tourism village, making information more accessible to a global audience, increasing its visibility on international search engines and social media platforms, and attracting more

foreign tourists. Involving local communities in writing and managing English content can also increase engagement and improve residents' English language skills.

5.2 Recommendation

Based on the results of the research that has been conducted, researchers can see the effectiveness in the development of this website-based promotional media, thus providing a new picture and face to the growth and development of tourist villages. The suggestions made by the researcher are as follows:

1. To the Tumori village government to use this media as a means of supporting the growth and development of the community's economy through tourist visits and become one of the means of triggering the curiosity of village youth in developing all the potential that exists in this village using technology so that it is valuable and can be known by the wider community.

2. For researchers to study more deeply about designing a more attractive website, and seek in-depth information about the anthropological history of Tumori tourism village.

3. For future researchers, they should be able to create a variety of websites that are more diverse and attract readers by applying the 4D concept or using virtual reality (VR) or augmented reality (AR) technology

APPENDICES

ENHANCING TOURISM VILLAGE PROMOTION THROUGH THE DEVELOPMENT OF WRITING ENGLISH LANGUAGE CONTENT

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