

**CREATING BILINGUAL INSTAGRAM CONTENT TO
PROMOTE NUANSA WISATA TOUR AND TRAVEL JEMBER**



FINAL ASSIGNMENT

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ABSTRACT

Along with the current development of the tourism industry, more travel agencies have emerged that function to provide services in the field of travel services. With the development of technology nowadays, it will be easy to promote a tour and travel agency. Instagram is one of the social media that is not only used for communication but also for business purposes, such as promotion. PT Nuansa Wisata Prima Nusantara Tour and Travel or better known as Nuansa Wisata Tour and Travel is one of the travel agents in Jember that has an Instagram account. The problem is even if they have an Instagram account but now it is not active to promote their services and products. Furthermore, most of their Instagram content only uses Indonesian language. Therefore, this study will focus on creating bilingual content for Nuansa Wisata on Instagram. In this study, there are two objectives, namely to describe the importance of bilingual content for promotion through Instagram and to explain the process of creating bilingual Instagram content for Nuansa Wisata Tour and Travel. Moreover, library research and observation are methods used for collecting the data that the writer used in this study.

Keywords: Nuansa Wisata, Tour Agent, Instagram, Bilingual content

CHAPTER I

INTRODUCTION

1. 1. Background of the Study

Tourism is one of the sectors that are the priority and focus of the government to be developed because the tourism sector is experiencing tremendous development, especially before the pandemic took place. Besides being able to contribute to foreign exchange, the tourism sector is also able to absorb a large number of workers.

Along with the development of the tourism industry, a travel agency has emerged whose function is to provide services in the field of travel services. A travel agency is a private company that offers services and is engaged in tourism, such as transportation tickets, tour packages, and so on. In the development of the travel agency itself, there are promotional activities. Promotion is one of the important components in improving the quality of a travel business, the success or failure of a company in achieving its business objectives depends on its ability to combine functions.

An excellent travel agency is a travel agency that is able to understand, take advantage of existing opportunities, and adapt to the developments and changes of today's business world. Even a travel agency must be able to understand who the consumers or potential customers are, what customers want, which ones are profitable, which ones are not, and which market shares are untouched. In this case, it is necessary to have the promotional capabilities of the travel agency. Promotion is the spearhead of a product's business activities in order to reach the target market and sell the product. Promotion is a way to provide information, explain and tell about a product that is owned by a company. The importance of promotion is the ability to arouse the interest of everyone who sees it so that they are moved to make a purchase.

With the development of technology nowadays, it will be easy to promote a tour and travel agency. Especially in this era, many online media can be a medium to promote business, for example, websites and social media. Nowadays, people in every country have social media accounts such as Instagram, Twitter, or Facebook. These media will help tour and travel business owners to promote their business and products.

Instagram is one of the social media that can be used not only for communication with relatives but also for business purposes, such as promotion and marketing. Instagram is a versatile social media that has photos and video services that can then be shared publicly. With this feature, Instagram users can see information uploaded by other Instagram users. In addition, users can also share and disseminate information through other social networks.

PT. Nuansa Wisata Prima Nusantara Tour and Travel or better known as Nuansa Wisata Tour and Travel is one of the travel agents in Jember, East Java that used Instagram to promote and give information about their company. This company was established on August 6, 2001, and is located at Jl. Karimata No. 58 Jember. This company engaged in tourism services, which has service products related to tourism such as tour packages, tour consultants and information, and so on. However, even though these tour agency already has Instagram, they rarely post on their Instagram. This is what makes the writer interested in creating bilingual content that can be used to promote and introduce this tour agent.

1. 2. Scope of the Study

This study is going to focus on promoting Nuansa Wisata Tour and Travel Jember to international tourists through social media, especially Instagram. Using the information on social media with bilingual content (English and Indonesian) on Instagram, customers or tourists can easily get various information related to tourism, especially this travel agency.

1. 3. Aims and Advantages of the Study

There are two objectives of the study, which are:

1. To describe the importance of bilingual content for promotion through Instagram.
2. To explain the process of creating bilingual Instagram content for Nuansa Wisata Tour and Travel.

By fulfilling its aims, this study has some advantages as follows:

1. Describing the importance of promotion in bilingual content through social media, especially the Instagram platform.
2. Explaining the process of creating bilingual Instagram content for Nuansa Wisata Tour and Travel.

1. 4. Methods of Collecting Data

There are two types of methods that the writer used to get data as follows:

1. Observation.

Observation means collecting data directly from the field (Semiawan, 2010). Meanwhile, Zainal Arifin in the book Kristanto (2018) states that observation is a process that is preceded by observation and then systematic, logical, objective, and rational recording of various phenomena in actual situations, as well as artificial situations.

This study was based on observation of the use of this Travel Agency Instagram as a promotion medium, such as what kind of content they usually post and what language they used on their Instagram content. Then it was found out that they usually used the Indonesian language in their Instagram post.

2. Library Research.

According to Creswell (2012), a literature review is a written summary of journal articles, books, and other documents that describes the past and current state of information on the topic of your research study. It

also organizes the literature into subtopics and documents the need for a proposed study. This study consists of reading journal articles, leaflets, books, the internet, and other sources for reference. It also used documents and other materials from the internet and other sources that related to the topic.

3. Interview.

An interview occurs when researchers ask one or more participants general, open-ended questions and record their answers (Creswell, 2012). In this study, the writer use an interview to ask for permission and suggestion related to the content that would be uploaded on the company's Instagram. The interview happens on the chat that the writer sends to the supervisor's Whatsapp account.

1. 5. Organization of the Report

This report consists of 4 chapters, as follows:

CHAPTER I : INTRODUCTION

This chapter consists of the background of the study, the scope of the study, the aims and advantages of the study, the methods of collecting data, and the organization of the report.

CHAPTER II : LITERATURE REVIEW

This chapter consists of the definition and roles of a travel agent, the definition of promotion medium and purposes of promotions, the definition of social media and Instagram content, and the definition of bilingual.

CHAPTER III : DISCUSSION

This chapter consists of the company profile of Nuansa Wisata Tour and Travel, the importance of creating bilingual content for Nuansa Wisata Tour and Travel, the

step of creating bilingual Instagram content, and the problem faced while creating bilingual Instagram content and the solution.

CHAPTER IV : CONCLUSION

This chapter consists of conclusion and suggestion.

CHAPTER II

LITERATURE REVIEW

2. 1. Travel Agent

Along with the development of the world of tourism, many Tour and Travel businesses have started to appear as a means of support in improving the tourism industry. According to Yoeti (1996), "a travel agency is a company whose business and intention is to plan and organize people's trips for tourism purposes (tours) on their initiative and risk, with the aim of taking advantage of the trip".

It can be confusing about the differences between tour agency and travel agent, whether exactly makes them different or the role they play in planning vacations. In addition, Suwantoro (2004: 11) explains that the tour agency is a company that organizes tour package activities and travel agents, while travel agents are companies that carry out ticket sales activities (tickets), transportation facilities, and others as well as booking tourist facilities. Also, Pedit (1999) gives the understanding that a Tour agent is a company that has the goal of preparing a trip for someone who plans to make it.

From those statements above, it can be concluded that Travel Agency is a company that plans and organize tour activities and sells them, also they can sell other services such as selling transportation tickets. Travel Agency plays an important role because they can provide a real service for tourists, namely travel packages. People nowadays prefer to use the services of a Travel Agency because it is more practical in carrying out tourism activities. To provide a comfortable atmosphere for tourists while traveling, the Travel Agency cooperates with various parties such as hotels, restaurants, and souvenir shops, as well as companies engaged in other tourism sectors.

The business activities of the Travel Agency are:

1. Develop and sell overseas tour packages on request.
2. Organizing or selling tourist cruises (cruise).
3. Develop and sell domestic tour packages to the public.

4. Organizing tour scouting.
5. Provide facilities for tourists.
6. Selling tickets for transportation facilities and others.
7. Make reservations for tourist facilities.
8. Take care of travel documents such as visas.

Travel Agency promotes their product or tour package by making visits to schools, universities, offices, government agencies, and the wider community.

2. 2. Promotion Medium

2. 3. 1. Definition of Media

The word media, is the plural form of the word "medium", which comes from the Latin *medius* which means middle. Gerlach and Ely suggested that media is a medium, conceived as any person, material, or event that establishes condition which enables the learner to acquire knowledge, skill, and attitude.

Arsyad (2002) stated that All types of intermediaries utilized by humans to convey or propagate thoughts, ideas, or opinions such that the ideas, ideas, or opinions stated reach the intended receiver are referred to as media. In addition, Shinta (2011) stated that the Media is the transporter of communication messages. It can be personal or non-personal media. Personal media can be selected from consultants, professional experts, or the general public. Non-personal media includes mass media (such as radio, television, newspapers, magazines, tabloids, and the internet), environmental conditions (buildings and rooms), or certain events (special days and holidays).

From those definitions by scholars, it can conclude that media is a medium or transporter of messages such as ideas and opinions so that it can reach the recipients.

2. 3. 2. Definition of Promotion

Promotion is the most important activity that plays an active role in introducing, notifying, and reminding the benefits of a product to encourage consumers to buy the promoted product or service. To hold a promotion, each company must be able to determine exactly which promotional tools are used to achieve success in product sales. Therefore it aims to introduce products or services to the wider community, companies must make these promotions more creative and more attractive, so that they can attract people's attention and make them interested in buying the products and services offered.

According to Shinta (2011), promotion is a form of marketing communication. Marketing communication is a marketing activity that seeks to disseminate information, influence, persuade and remind the target market to be willing to accept, buy and be loyal to the products offered by the company.

Gitosudarmo (2000) states that Promotion is an activity aimed at influencing consumers so that they become familiar with the products offered by the company to them and then they get excited and buy the product.

So, it can be concluded that promotion is one of the tools to convey the information from the company (seller) to consumers (buyers) to influence their behavior so that they are interested in products or services offered. Promotion is also used as a direct or indirect communication to offer products or services to consumers spread throughout the world.

2. 3. 3. Purposes of Promotion

The promotional purposes according to Shinta (2011) are:

1. Informing, which is to inform potential buyers about the goods or services offered, who offers or sells them, where and how to get them, how much they cost, and so on. Promotion is also aimed at building a good image of a company.
2. Persuading is to persuade potential consumers to buy goods or services offered and change consumer perceptions of the products offered. It should be emphasized here that persuading does not mean forcing potential customers.
3. Reminding, which aims to remind customers that the product concerned is needed in the near future, remind customers of places that sell company products, make customers remember even if there is no advertising, and keep the first memories of customers fall on the company's products or services.

2. 3. Social Media Instagram

2. 3. 1. Definition of Social Media

According to Chukwuere (2017) in Sutrisno and Yessika (2019), Social media creates channels for connectivity, communication, discussion, and interaction among people.

In addition, the definition of social media is derived from various research literature conducted by Syahadatina (2018):

- Mandiberg (2012) states that social media is a medium that accommodates collaboration between users who produce content.
- According to Shirky (2008), social media and social software are tools to enhance the ability of users to share, cooperate among users and take collective action, all of which are outside the institutional and organizational framework.

- According to Meike and Young (2012), social media is a convergence between personal communication in the sense of sharing between individuals and public media to share with anyone without any individual specificity.

From some of the definitions above, it can be concluded that social media is a media that allows users to interact, discuss, share, and communicate with other users who will then form a social bond that happens virtually. This study will be using Instagram social media to promote Nuansa Wisata Tour and Travel Jember.

2. 3. 2. Instagram Content

Instagram is one form of the result of the advancement of the internet and is classified as one of the social media that is quite loved by today's audiences. Instagram is an application that is used to share photos and videos. The increasing popularity of Instagram as an application used to share photos has made many users who have online businesses also promote their products through Instagram (Nisrina, 2015).

Chante et al. and Salomon state Instagram as a novel photo-sharing social networking platform. Instagram has many features that users can use, one of which is uploading Photos/Videos with Captions (Instagram Content). According to Hochman and Schwartz, Instagram allows users to capture and post photographs, modify them with special effects, and share them with friends not just on Instagram but on a variety of social media platforms (Ting, Ming, Run, & Choo, 2015). The main use of Instagram is as a place to upload and share photos or videos with other users which is called Instagram content. It is based on Gahrn (2005) who states that text, pictures, sound, video, spoken words, mathematics, symbol language, Morse code, music, body language, and so on are all examples of content that must be transmitted.

2. 4. Definition of Bilingual

Bilingualism is concerned with the use of two languages or two language codes. To be able to use two languages, one must master both languages, the first is his mother tongue (abbreviated L1) and the second is another language which is his second language (abbreviated L2). People who can use both languages are called bilinguals.

Richard Nordquist states that Bilingualism is the ability of an individual or the members of a community to effectively use two languages. On the other hand, Küpelikilinc and Ringler in Köktürk et al (2016) states that there are three levels of bilingualism known as biliteracy. In the first level, Bilingualism means that a person can communicate in both languages and use code-switching in appropriate situations, including speaking, understanding, reading, and writing. This is characterized as the ability to speak appropriately, the use of adequate words in number and meaning, and the understanding of how to construct correct words and phrases. The second level entails knowing how to use the language correctly as a medium of communication as well as knowing which language is appropriate in which context. The third level is lingual-cognitive competence, which means first and foremost the ability to understand.

From those two statements above, it can be concluded that bilingualism is the ability of a person who uses two languages equally including speaking, reading, and writing, and understand well how to use and construct words and phrases in both languages.

CHAPTER III

DISCUSSION

3. 1. The Profile of Nuansa Wisata Tour and Travel Jember

PT Nuansa Wisata Prima Nusantara Tour and Travel, better known as Nuansa Wisata, is a company engaged in tourism services, which has service products related to tourism and initiates the development efforts of new innovative and creative ideas associated with the world of travel and entertainment. This company was established on August 6, 2001, and is located in Jl. Karimata No. 58 Jember.

Nuansa Wisata Tour and Travel Jember have services such as tour packages, family gatherings, tourism transportation service (flight ticket and travel reservation), tour guide services, MICE (Meeting Organizing Businesses, Incentive Trips, Conference and Exhibition Trips), consultant service, and information, and accommodation services (hotel, villa, or campground). This company also has a shipping packages service to all destinations in Indonesia called JNE Service and has a food and beverages business named Ar Rayyan Chicken and Eatery.



Figure 3.1. Logo of Nuansa Wisata Tour and Travel Jember

3. 1. 1. Vision and Mission of Nuansa Wisata Tour and Travel Jember

Nuansa Wisata Tour and Travel Jember have the vision to become a trusted tour and travel agent for their excellent service in the travel agency business and tourism services. This company has the motto "serve wholeheartedly" (in Indonesia "*melayani sepenuh hati*").

Based on their vision, this company also has a mission to become a trusted tour and travel company in arranging their tourism products and services. They wanted to deliver their excellent services and products to satisfy their customers' needs. Also lastly, they wanted to build a good relationship with every stakeholder.

3. 1. 2. The Structure Organization of Nuansa Wisata Tour and Travel Jember

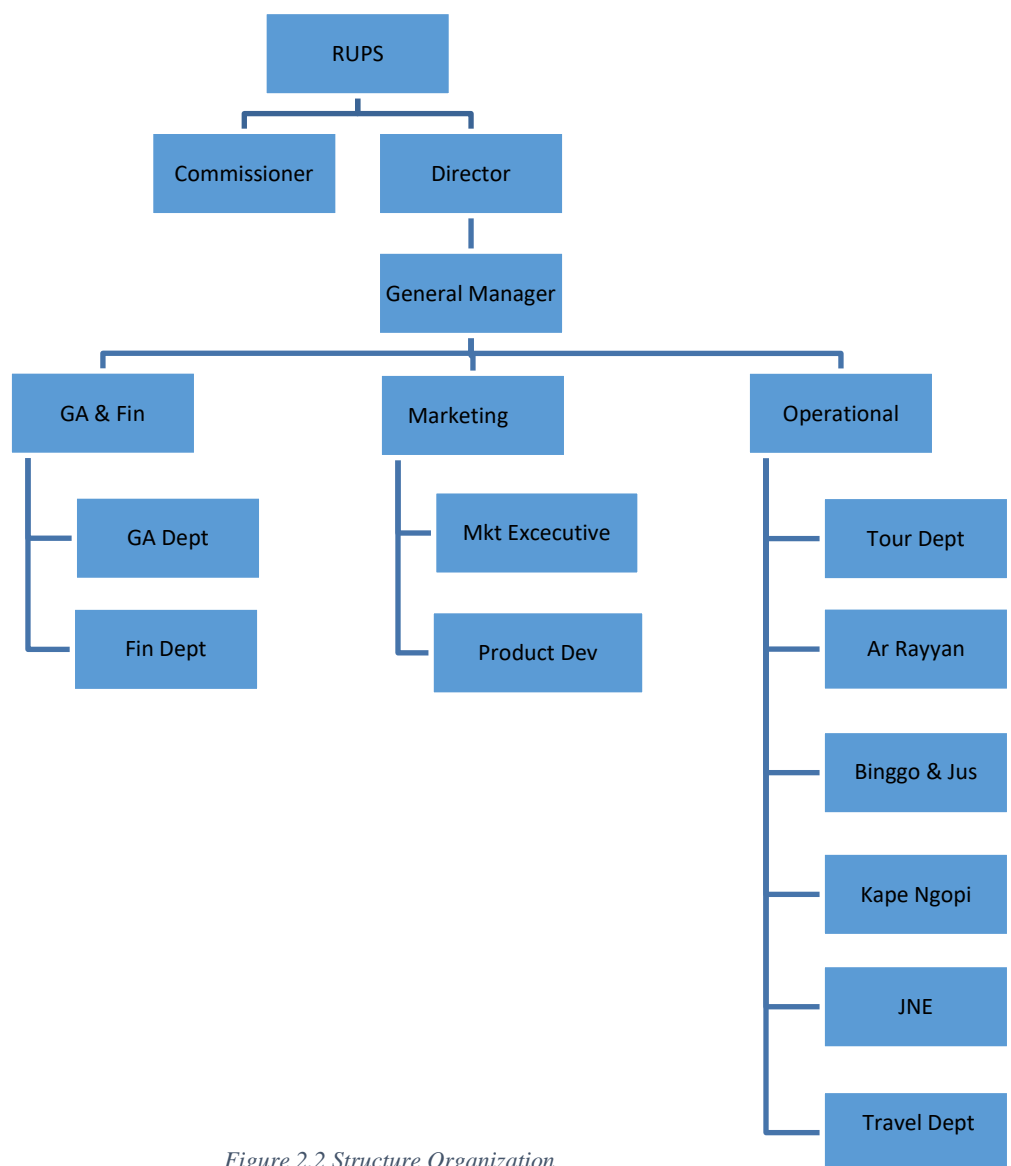


Figure 2.2 Structure Organization

Here are some divisions in Nuansa Wisata Tour and Travel Jember such as :

1. Director, the top position in Nuansa Wisata Tour and Travel. This position is handled by Mr. Wahyu Setyabudi.
2. Commissioner, the duty is to handle and allocate every company's transaction. This position is handled by Mrs. Arida Fitriana.
3. General Manager which is handled by Nedy Octavia.
4. General Affairs and Finance departments are handled by Mrs. Arida Fitriana. The duties of General Affairs are recruiting and interviewing new employees, also managing and monitoring employees in the office. The finance department has duties, such as making financial reports and handling the finances of the company.
5. Marketing Section. It has a duty to design the marketing strategy in order to sell and promote the product.
6. Operational Section, there are three main sections, The Tour Section is handled by Ms. Nova J. K., who has responsibility for handling a customer who wants to buy or needs information about tour packages of the company. Second is The Travel and Shipping (JNE expedition) Section handled by Ms. Ana, who has responsibilities to handle customers who bought tickets or travel services and also handles the JNE's services. Lastly, The Food Section (such as Ar Rayyan, Bingo Juice, and Kape Ngopi) which headed by Hadi.

The writer works under the operational section, specifically in the travel and shipping division who handled ticketing, travel renting, and shipping areas.

In addition, related to what the writer wrote in this study, the writer also collaborated with the division that held the role of social media admin. At first, the social media admin was handled by Marketing Division. However, due to the Covid-19 pandemic, it

caused a reduction in the company's staff and made several divisions inactive. The inactive divisions are marketing and touring divisions. Therefore, until now, social media admin has been handled by Mr. Wahyu Setyabudi who is also the director of Nuansa Wisata Tour and Travel Jember.

3. 1. 3. Services of Nuansa Wisata Tour and Travel Jember

Nuansa Wisata provides some services, there are :

1. Making and selling tour packages.

Many tour packages are made by Nuansa Wisata Tour and Travel Jember; for example, Jogja Packages (3 Days/2 Nights or 3 Days/1 Nights) with a minimum of 26 participants, with the lowest price of 825,500 rupiahs and the most expensive 983,500 rupiahs. This price also includes various facilities such as transportation, hotel accommodation, meals, drinks, snacks, tour tickets, travel guide books, also documentation, such as photos and videos. While for the 3 days 2 night Jogja Package for a total of at least 26 participants, the cheapest price is 1,011,000 rupiahs and the most expensive is 1,500,000 rupiahs with facilities as same as above. In addition to the Jogja tour packages, there are also Bali tour packages which also have 2 options, namely 3 days 1 night and 3 days 2 nights. Apart from the two sample packages, customers can choose their tourist destinations or other places. The tour packages can have different prices with different services, according to the customer's request.

2. Selling flight tickets, both domestic and international.

In selling flight tickets, Nuansa Wisata Tour and Travel Jember use a web-based online platform called darmawisataindonesia.co.id. Customers can choose various flight destinations with various airlines such as Garuda Indonesia, Batik Air, Lion Air, etc because Nuansa Wisata Tour and Travel Jember

have collaborated with Darmawisata Indonesia which has wide access to flight ticket sales.

3. Travel reservation.

Nuansa Wisata Tour and Travel Jember have a corporation with some travel agencies such as MJ Travel and Surya Travel which provide rental cars and travel to several cities, such as Surabaya, Malang, and Bali.

4. JNE Services.

Nuansa Wisata Tour and Travel Jember provide shipping services to all destinations in Indonesia. They have been a corporation with JNE Company since 2015.

5. Food Services.

In addition to tour and travel, this company has service lines in the food and beverage sector, including Ar-Rayyan eatery, Binggo and Juice, also Kape Ngopi. However, now only Ar Rayyan eatery is still running.

3. 1. 4. Promotional Media of Nuansa Wisata Tour and Travel Jember

There are several media which has been used as Promotional Media for Nuansa Wisata Tour and Travel Jember, such as:

1. Instagram : @nuansawisata
2. YouTube : Nuansa Wisata
3. Facebook : Nuansa Wisata Tours & Travel Jember

3. 2. The Importance of Creating Bilingual Instagram Content to promote Nuansa Wisata Tour and Travel Jember

Language has an important role in promotional media, especially in foreign languages like English. English is one of the languages used to communicate globally as written by Rahayu (2018) in her literature study, according to Crystal (1995) in her book that English is a global language because we hear on television, politicians around the world speak English. Wherever we travel, we see signs or symbols, and advertisements in English;

whenever we enter foreign hotels and restaurants they understand English and a menu in English too.

There are many ways to promote domestic tourism to foreign tourists, especially with the current information technology, promotion through social media like Instagram is one of the effective ways to introduce Indonesian tourism in general and Jember tourism in particular to foreigners. The promotion can include at a minimum: information about the tourist attractions, the location of their attraction, the culture of the people, access to tourist attractions, nearby hotels and facilities, and other things that can be enjoyed in the area including food and drinks accompanied by fees. At last, it should be updated every time there is a change.

Bilingual content on Nuansa Wisata Tour and Travel Jember could be very important to promote this tour agency. Due to the fact that Nuansa Wisata Tour and Travel Jember lack of foreign tourist clients, it may be because of they have lack of tools that promote their tour agency in English and lack of bilingual content. Despite the fact that Nuansa Wisata Tour and Travel Jember have an Instagram account; on the other hand, they are rarely used it and it has only Indonesian content. Because of that reason, the writer thought that bilingual content that was uploaded to their Instagram could be used as a promotion tool to promote and give information about Nuansa Wisata Tour and Travel Jember. With content that introduces the products and services of Nuansa Wisata Tour and Travel Jember in Indonesian and English, it is hoped that it can increase the interest of tourists, not only local, but also foreign tourists could understand and use the services of Nuansa Wisata Tour and Travel Jember.

3.3. The Step of Creating Bilingual Instagram Content to promote Nuansa Wisata Tour and Travel Jember

In the current era where the development of social media is growing and there are more and more users, of course, it will be profitable for tour agencies to promote the products and services they offer to potential

customers. Especially in the midst of the covid pandemic, social media, especially Instagram, can be used as a medium to promote the tour agency. The following are the steps used to create bilingual content for Nuansa Wisata Tour and Travel Jember, including:

1. Collecting data and information for the content.

Firstly, the writer chooses what content to create and upload to Nuansa Wisata Tour and Travel Jember's Instagram account. The writer provides some information about the contents that would be the writer make through various sources, such as the company's booklet and the internet. There are several internet media used to provide pieces of information, one of which is jembertourism.com as an official tourism website of Jember Regency.

2. Preparing the text design in Indonesia.

After all the information and sources have been collected, the next step is to write the text in Indonesian and edit the text to make it more simple and easy to understand.

3. Translating and Proofreading.

The next step to do is to translate the Indonesian text into English. In translating content, appropriate techniques are needed so that the translation matches the context of Indonesian text. The first step is analyzing the Indonesian content that has been made previously by fully understanding the content and its meaning in the source language; then the next step is translating the text by transferring its meaning from the source language (Indonesian) to the target language (English) by paying attention to the sentence structure including grammar and also the context or purpose of the text so that it can be good sentences and easily understand. Then, after finishing translating the text from the original language (Indonesian) to the target language (English), the next step is to re-check each translation whether it is appropriate or not and edit it to match the context.

4. Designing content.

After the content text in two languages, Indonesian and English, is complete, the next step is to make a design in the form of an image. The writer uses the Canva website to create designs because the website is quite easy and simple for beginners. The writer decided to make an orange background design image because it depicts the Nuansa Wisata Tour and Travel Jember logo.

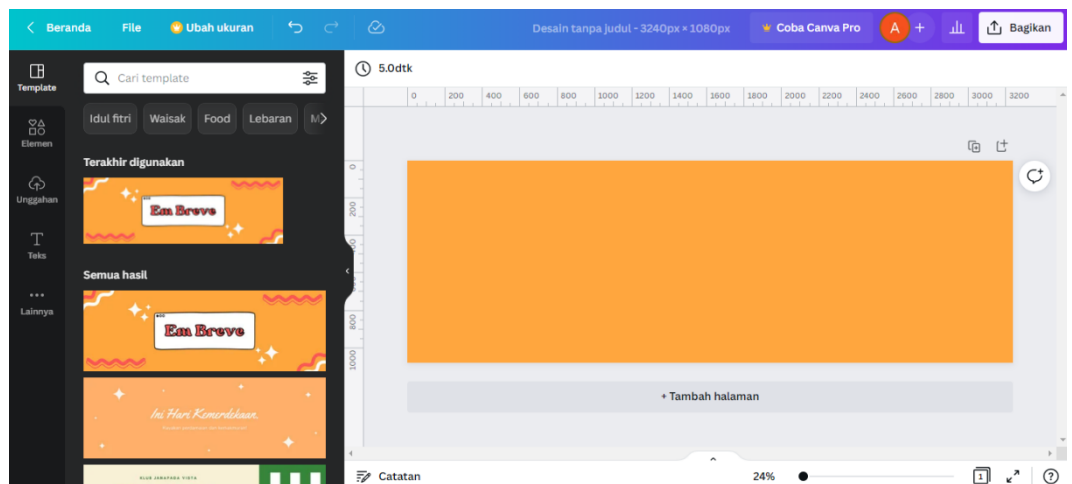


Figure 3.3 Designing Content

The next stage is to insert photos of tourist destinations and text that has been translated into the background and add some effects and also supporting ornaments so that the designs do not look boring and make them more interesting.

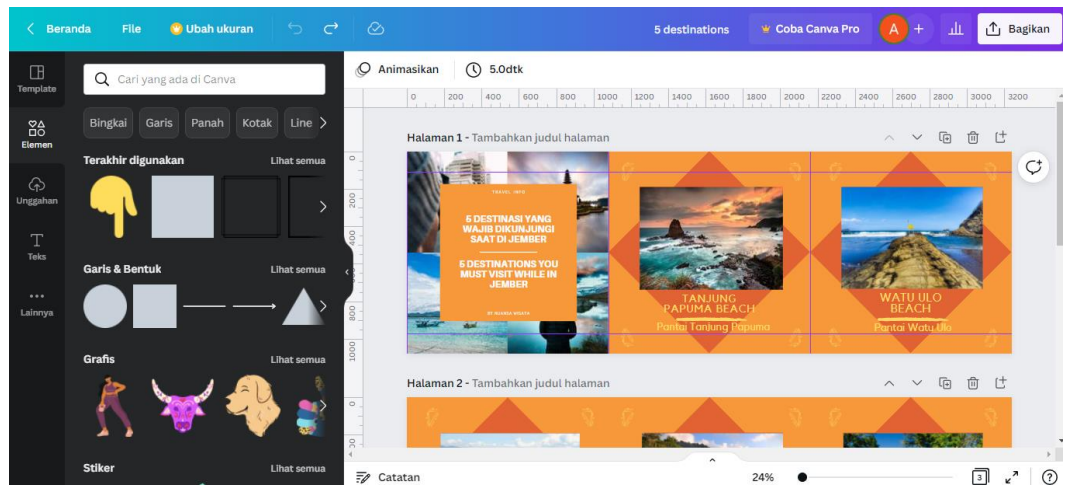


Figure 3.4 Designing Content

5. Revision and Editing.

When the design and the caption for the bilingual content are ready, the next thing to do is to ask for approval and suggestion, then input on the initial design that has been made to Mr. Budi as a supervisor.

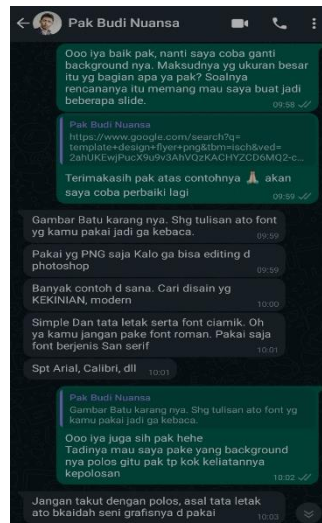


Figure 3.5 Revision and Re-editing

After the supervisor provides some revisions to the initial design, the next step is to edit the design according to the suggestions from the supervisor.

6. Approval and Results.

The next step that the writer does after finished editing the design is asking for re-approval so that the writer can input it into the final design.



Figure 3.6 Design Approval

The followings are some results of the designs that have been approved by Mr. Budi as a supervisor and are ready to be uploaded to Instagram:

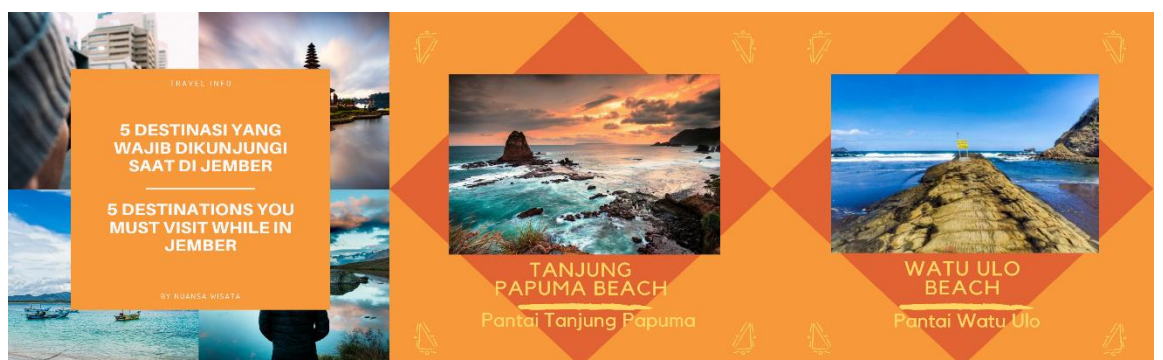


Figure 3.7 Approved Design

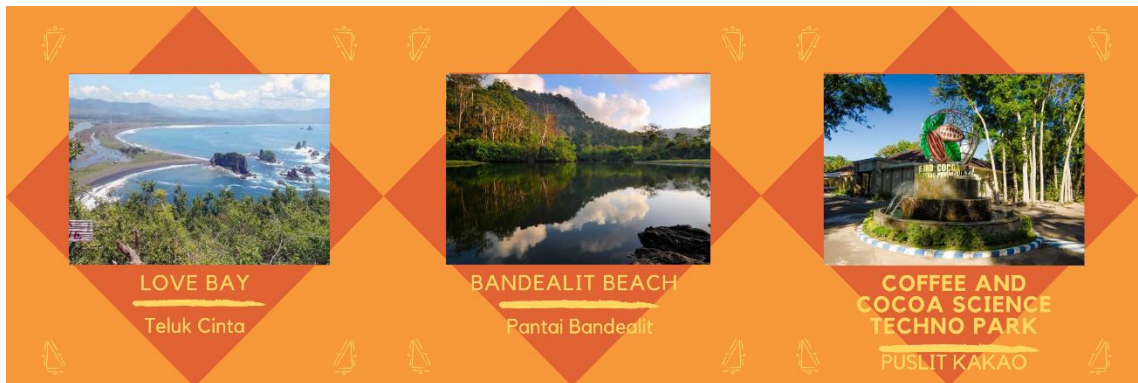


Figure 3.8 Approved Design

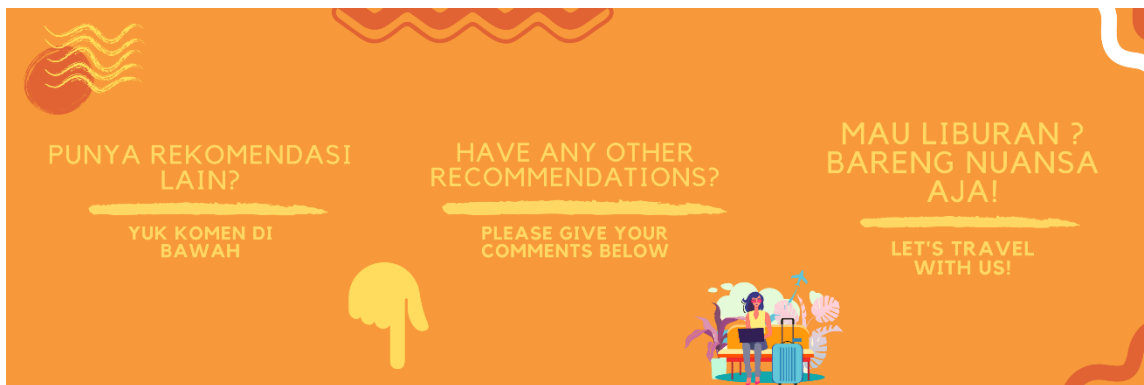


Figure 3.9 Approved Design

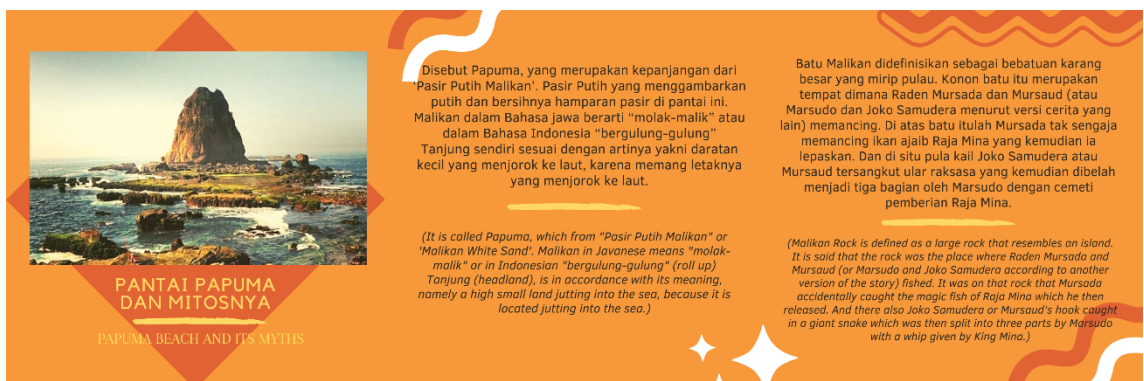


Figure 3.10 Approved Design

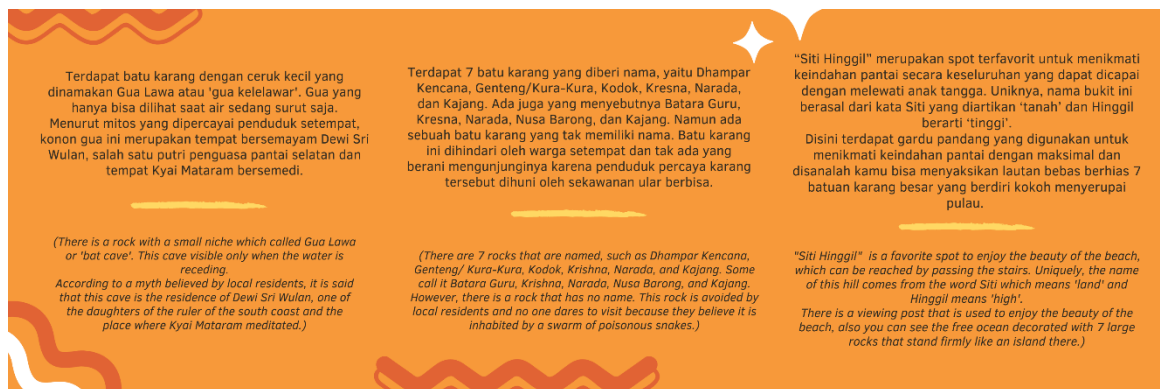


Figure 3.11 Approved Design

7. Uploading

When all of the design has been approved by the supervisor, the last step is uploading the final design to the company's Instagram. Here is the design that has been successfully uploaded to the Nuansa Wisata Tour and Travel Jember's Instagram:

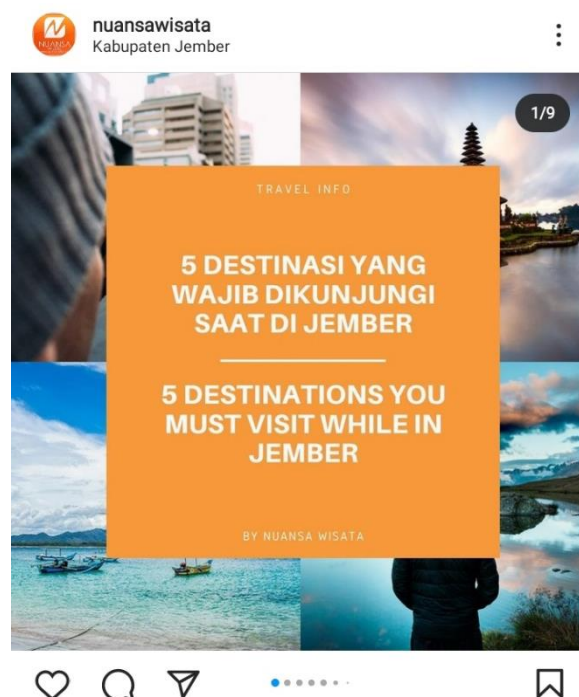


Figure 3.12 Uploaded Design

3. 4. The Problem Faced While Creating Bilingual Instagram Content and The Solution

While working on this project, there are always a problem that the writer faced. The problem that the writer encountered such as Nuansa Wisata Tour and Travel Jember does not have staff who are experts in English so there is no staff who can correct whether the text that has been translated into English is appropriate or not.

Based on the problems encountered, the writer provides a solution, which is besides the writer himself who translates the text, the writer also uses a website which is known to be able to correct grammar and spelling errors, and has tone detection features, such as formal, informal, and so on. The website is named Grammarly. With the help of the website, at least, the writer can find out whether the text is appropriate or not.

CHAPTER IV

CONCLUSION

4. 1. Summary of the Study

Nuansa Wisata Tour and Travel is a company engaged in tourism services located in Jember, East Java. This company has many service products related to tourism such as tour packages, tour consultants and information, and so on. To promote their product, of course, they need a medium for it. Nowadays the development of social media is growing and there are more and more users, of course, social media especially Instagram could be a medium to promote the products and services they offer to potential customers, especially international tourists. In this study, the writer found out that even though these tour agency already has Instagram, they rarely post on their Instagram and there is also no content in a bilingual language such as English and Indonesian; so that it can help them to promote it to International tourist. Because of language has an important role in promotional media, especially in foreign languages like English. English is one of the languages used to communicate globally as written by Rahayu (2018) in her literature study. This is what makes the writer interested in creating bilingual (English and Indonesian) content so that they can promote both domestic and international tourists.

There are seven steps that the writer does in creating bilingual content for Nuansa Wisata Tour and Travel Jember's Instagram. Firstly, collecting data and information for the content through various sources, such as the company's booklet and the internet. Second, Prepare the text design in Indonesia and then translate the Indonesian text with translating techniques, and then proofread those translations. The next step is designing content using the Canva website and asking for approval also doing revisions and editing the design as the supervisor wants. The last step is by making sure again the design was met the requirements by re-asking approval from the supervisor and uploading it after it is done.

4. 2. Suggestion

Based on what the writer discussed in this study, Nuansa Wisata Tour and Travel Jember should be paying more attention to their social media, especially Instagram, and the language they used for their content so that they can attract both domestic and international tourists to use their tourism services.

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APPENDIX

<https://www.instagram.com/p/CdqQWvOPW1D/>

<https://www.instagram.com/p/Cdro1zIP3Hq/>