

# CHAPTER I

## INTRODUCTION

### A. Background

Tourism in Indonesia nowadays has given a significant role in increasing the country's foreign exchange over time and continue to increase. The tourism sector is one of the five priority sectors of development in 2018. In 2019 Indonesia's tourism sector is also projected as one of the leading sectors that bring the greatest foreign exchange for Indonesia. In the same year, Indonesia also targets 20 million tourists visiting the “*Rencana Pembangunan Jangka Menengah (RPJM)*” in 2015 - 2019 and with 260 trillion foreign exchange collected. Currently Indonesia occupies the 4th rank in foreign tourist visits in ASEAN, under Thailand which reaches 30 million tourists, Malaysia with 25 million tourists and the 3<sup>rd</sup> order there is Singapore with 15 million tourists and Indonesia with 10 million foreign tourists.

As a tropical country, Indonesia is endowed with an abundance of natural wealth, ranging from flora and fauna to a very diverse and beautiful and diverse landscape. As a maritime country, the marine natural beauty of Indonesia is undoubtedly a coastline of over 99,000 km with thousands of beaches with various characteristics respectively. Abundant natural potentials make Indonesia one of the natural tourist destinations of interest by domestic tourists and foreign tourists, the natural attractions include mountains, hills, forests, lakes, rivers, oceans and many more, with several tourist destination that has had international competitiveness and recognized the world.

Because of Indonesia has thousands of islands and has a lot of tourist attraction spread all over the country, that's why it required

equalization of tourism development. The role of local and central government is very influential in this section to begin the development and promotion of tourism. Creating a tourism-awareness of society and using it is not easy either. Like provinces or cities or districts that are still rarely visited by foreign tourists and even domestic tourists, the lack of supporting facilities, poor accessibility and other factors cause tourists are reluctant to struggle to come some tourist attraction or tourism destination in the region.

Central Java is one of the provinces in Indonesia located in between West Java and East Java. Central Java also has many unique tourist attractions and not necessarily everyone knows about it. As one province that has a lot of natural resource attractions that attract, one of them is called Karimun Jawa in Jepara that has a lot of beautiful island. Central Java has 467 types of tourist attraction, ranging from natural destinations, cultural heritage, to the show performances. However, that potential has been neglected due to lack of promotion and innovation.

Magelang is one of a regency in Central Java. Magelang is medium sized city about 40 Km north of Yogya, surrounded by several mountains; Merapi and Merbabu in the east, Sumbing and Sindoro in the west. It is located on the road connecting Yogya and Semarang on the west site, whereas the other east site is Yogya - Solo - Semarang. There are a lot of option tourism object such as Nature, Culture, or also artificial. There are a lot of nature tourism object such as Sekar Langit waterfall, Ketep Pass, Kedung Kayang waterfall,etc.

Delimas Girimulyo waterfall is also one of the natural tourism object in Magelang that located in Girimulyo Village, Windusari District, Magelang regency, Central Java Province. There are 3 waterfall in there, and the biggest one is on the downside. The existence of this waterfalls are interesting the visitor because this tourism object offering a lot of tourism

attraction such as beautiful view, they can do an adventure , taking a photo, etc.

## **B. Problem Question**

In the making of this scientific article the author has formulated some problems to be discussed in research conducted, including:

1. What is the role of government in managing Delimas Girmulyo Waterfall ?
2. How the role of the community around toward the existence of Delimas Girmulyo Waterfall ?
3. How to promote Delimas Girmulyo Waterfall ?

## **C. Problems limitation**

In this article the author is focused on the development of Delimas Girmulyo Waterfall which will be developed into a new tourist attraction and get more exposure.

## **D. Aim and objectivities**

Based on the formulation of problems that have been made, the purpose of this research as follows

1. To know the role of government in managing Delimas Girmulyo Waterfall.
2. To know the role of the community around toward the existence of Delimas Girmulyo Waterfall
3. To know how to promote Delimas Girmulyo Waterfall

## **E. The benefit of research**

Here is benefits of writing this scientific article :

1. For Authors
  - a. Adding insight and knowledge to the author about history, myths, and the traditions of the people in Delimas Girmulyo Waterfall.

- b. The author had the opportunity to apply the theory in the can during lectures writing this proposal.
  - c. Know how to manage a destination tourism potential.
2. For STIPRAM
- a. Able to provide knowledge and as a worshipping reference repertoire of tourism scientific literature, especially for students.
  - b. To form students who are smart, professional and capable working hard in managing tourism in Indonesia
3. For Visitors
- a. Know the history, legend, and myths that exist in Delimas Girmulyo Waterfall
  - b. Know the cultural traditions of the people in the area of in Delimas Girmulyo Waterfall
  - c. Can participate in maintaining, preserving and manage in Delimas Girmulyo Waterfall.
4. For the Office of Culture and Tourism District of Magelang Regency
- a. Can assist in developing and managing in Delimas Girmulyo Waterfall.
  - b. It is expected that there will be a more directional management system change and accordingly so as to further enhance tourist visits.