

CHAPTER 1. INTRODUCTION

1.1 Background

Recently, Indonesian government has a project to develop the existence of tourism object in Indonesia. Tourism became one of the largest income at this time for the country. Therefore the government made a massive action to build and develop tourist attractions in each region.

One of the areas that has a good tourism potential is Bondowoso regency, East Java. According to Eko Putro Sanjdojo as the village ministry in official website of *Direktorat Jendral Pembangunan Daerah Tertinggal*. Bondowoso has a wide area for about 1.560,10 km² which is geographically at the intermediate coordinates 113°48'10" - 113°48'26" BT and 7°50'10" - 7°56'41" LS. Bondowoso is adjacent to the area of Jember, Banyuwangi, Situbondo and Probolinggo which is limited by the surrounded mountains.

There are several active volcanoes that being a guardrail territory of Bondowoso regency, such as Kawah Ijen mountain and Raung mountain. Bondowoso regency has an interesting natural tourism potential, like Kawah Wurung that became viral lately, which this tourism object can spoil the eyes of visitors with a vast savanna grassland on hill, which color is green when the rainy season and the color is brown during the dry season. In other words this tourism objects can be called as teletubies hill, because its shape is similar to the hill in teletubies movie. Currently in Kawah Wurung objects has been provided paragliding rides for extreme sport lovers, in order they can enjoy the beauty of Kawah Wurung from the air.

This city also has a distinctive culinary that has spread throughout the archipelago, namely "*Tape Bondowoso*" which is made with the basic ingredients of cassava that has been fermented, which is this cassava has a sweet taste and soft texture when enjoying it, that makes it different from other "*tape*" from other areas. Besides, is not only the natural tourism that exist but also there are a lot of non-natural, also art and cultural tourism objects in this regency. There are

many tourism objects that can increase the tourism potentials in Bondowoso and one of them is through a handicraft as the art & cultural tourism object.

One of the works of art that has been existing since a few years ago is craft brass in Bondowoso regency. However, there are some brass craft industries that are still not well known by the public, such as brass craft industry in Cindogo village, Tapen subdistrict, Bondowoso regency. This is due to the less attention of the manager and government to introduce and promote the brass craft as the hereditary handicraft that still exist to the public.

The brasscraft has become a cultural heritage and it has a unique and distinctive features, like its high glossy content that makes it not fade quickly because the yellow color can last longer. This is because the soil content as the basic ingredients of making this product is very suitable to use. There are many various items can be made such as household appliances, souvenirs, statue, and other decorations. Today, the government more focused on promoting the natural tourism objects than the art and cultural tourism objects.

The art and cultural tourism objects is not less important to promote, because it has their own advantages and distinctive characteristics that can add the attraction of tourist to visit this regency, and of course it can support the tourism potential in Bondowoso regency. A product will not be well known if an industry or company does not develop a promotional strategy to promote the products to the public. Therefore it is necessary to hold a media campaign that can facilitate both local and foreign tourists who come to visit Bondowoso regency to know one of the wealth possessed of this small town, especially in the Cindogo Village, Tapen Subdistrict which became the center of this brasscraft, which is this village has a very productive soil contour and suitable to be made into the basic ingredients of it. The location of the village is also strategic because it is not far enough from the city center and also this village becomes the main route to go through Situbondo regency, which makes a lot of people, especially from out of the regency easy to find out the location of the craft brass.

Until now the government, especially the tourism department does not have a media that is qualified to promote the work of the brass handicrafts. Based on the interview that the writer done in Tourism Department of Bondowoso. According to the staff of Tourism Department of Bondowoso they were support of this promotional videos project. Therefore, this project is very important to be made, because of his clarification until now there has been no media campaign especially a promotional media is like video that made to promote the brass craft in Cindogo village, Bondowoso regency. This final project aim to attract both local and foreign tourists to visit Bondowoso regency by its art and cultural tourism objects.

Promotion is very important to do by a company to maintain the product still competitive in the market domain. According to Tjiptono (2008) the main purpose of promotion is to inform, influence and persuade, and remind target customers about the company and its marketing mix. In promoting a product, there are many ways to do, such as using billboards, magazines or newspaper, television, radio, or video. Promotion media that the writer will use is a video that promotes a craft brass to the public. The contents of the video is about the making process of craft brass, the materials, kinds of the craft brass, the pattern and the shape of the craft brass, and also the superiority of the craft brass it self.

Based on the background above, it is important for the Tourism Department of Bondowoso to keep the existing of this craft brass in Cindogo village, because it also has a potential to support the tourism objects in Bondowoso regency. And the writer is very interested in helping the Tourism Department in making a promotional video to support and uphold the tourism objects that exist in Bondowoso regency in order that Bondowoso regency can be well known by the public that also has a diversity of art and culture. Media campaign that the writer will use is through a video that will be disseminate using a social media, so that the craft brass in Cindogo village can be recognized well by the public and even foreign tourist who visit Bondowoso regency.

1.2 Objective

The objective of this final project is make a promotional video to introduce and promote the Craftbrass in Cindogo as the cultural heritage of Cindogo villagers for tourist that come to visit Bondowoso regency both local and foreign tourist by a promotional video in English version.

1.3 Significances

There were several significances of making this promotional project, those are the writer, the tourism department of Bodnwozo, the societies both local and foreign tourist, the cindogo village, the students of English Study Program.

1.3.1 The writer

The writer can apply and practice his speaking, writing, and translation skills in the process of making a promotional video as the product. And also it can help the writer to practice the computer skill in making the video using an application.

1.3.2 The Tourism Department of Bondowoso

It can help the Tourism Department of Bondowosoto introduce and promote one of the works of handicraft that can help to support the tourism potential in Bondowoso regency to the public.

1.3.3 The societies both local and foreign tourist

The societies both local and foreign tourist can know more about the advantages, the uniques and the characteristics of the existing brass craft inCindogo village, Bondowoso regency.

1.3.4 The Cindogo village

It can make Cindogo village more known by the public especially for both local and foriegn tourists who visit Bondowoso, and also it can help to uphold and increase the economic side of Cindogo village.

1.3.5 The students of English Study Program

The student of English Study program can use this report as a reference for the next final assignment