CHAPTER 1. INTRODUCTION

1.1 Background

Nowadays, the tourism industry goes faster in 2018. Arief Yahya, The Indonesian Minister of Tourism said that Indonesia tourism sector is the ninth highest tourism growth in the world from WTTC (World Travel and Tourism Council) (Antara, 2018). According to the Central Bureau of Statistics, there is an increase in the number of tourists visiting Indonesia. The number of foreign tourist arrivals to Indonesia in February 2019 increased 6,12 percent compared to the number of visits in February 2018, from 1,20 million visits to 1,27 million trips. . It became a tool that develops the economy. In 2018, it was grown up more at 6.0 % for the economy, and 1 of 5 jobs are created by travel and tourism over the last five years globally (WTTC, 2019).

However, tourism is an intangible industry**.** Tourism and creative sectors have a unity that has a very positive impact on improving the community (Leonandri, 2018). According to (Diana, 2017), creative industry products have their characteristics and uniqueness to create a city's image and attract tourists. From the role of the creative industry, tourism can be provided with experience and learning for tourists. In this case, tourism requires products or other industries that can support the tourism industry's products. The 14 sub-sector of the creative sector is closely related and became the tourism industry (Ningsih, 2014). According to the Department of Trade (2009), there are fourteen types of creative industry; (1) Advertising, (2) Architecture, (3) Art and Goods Market Antique, (4) Crafts, (5)Design, (6) Fashion, (7)Film, Video, and Photography, (8) Interactive Games, (9) Music, (10) Performing Arts, (11) Insurance and Printing, (12) Computer Services and Software, (13) Television and Radio, and (14) Research and Development. In conclusion, the creative industry is an element closely with the product of the tourism industry. The creative industry in Indonesia that became the product of tourism is a craft.

Craft is a word that refers to an activity involving skill in making things. According to Risatti (1943;451), the craft namely by technical processes such as weaving, quilting, and turning. It used our imagination to make an object by using the material and technique. The material can be cloth, metal, plastic, wood, and clay. Craft as handicraft tourism is essential. It can be a branch of art science that giving a chance to develop the value and the cultural tradition in making the products. It usually became a unique product for the tourism industry in every region that can attract tourists. One place that produces craft as handicraft tourism is Tutul Village.

Tutul Village is a village located in Balung Sub-district, Jember Regency that only 45 minutes from the downtown of Jember. It became one place of the creative industry in making handicrafts. There are lots of home industries producing crafts. In 2013, the government-supported Tutul Village as a productive village. It was inaugurated on 19 January 2013 by Muhaimin Iskandar as minister of Manpower and Transmigration of Indonesia, Gus Ipul as the deputy governor, and Jember regent, MZA Djalal. (Jemberkab, 2013). One of the home industries that making handicrafts in Tutul Village is IMDA Handicraft.

IMDA Handicraft is one of the handicraft industries located in Tutul Village**.** It is a home industry that sells a craft made with wood and bone. This company incorporated with UD. *Makrifat* Business. Compared with other home industry craft, the uniqueness of the product is the model and shape of the craft that produced itself. Compared with other home industry craft, the uniqueness of the product is the model and shape of the craft that produced itself. It provided some different products base on the model from wood and bone materials such as commando stick with horse model, bracelets, necklaces, *kerisl''*, smoking pipe, kinds of kitchen utensils and dot painting craft.

To get more information about IMDA Handicraft, the writer conducted a preliminary study by interviewing the owner of IMDA Handicraft**.** The writer got some data information that IMDA Handicraft used promotional media such as Facebook, Tokopedia, Youtube, Shopee, Bukalapak, Website, and Instagram to promote and sell the product. The owner also said that their product already

exports to another country. The writer finds that their product already exports to other countries such as Pakistan, Korea, and Singapore. Based on some media that IMDA Handicraft used, the writer checked the content of Facebook, Youtube, and all media. The writer found all of the products and also the prices that IMDA Handicraft sells. They only have a vlog video on their Youtube channel that explains the work directly without any technical editing. Some of the videos only told about making the product of IMDA Handicraft only and showed the product and some parts of the process.

Because the owner did not have any promotional video in English language, the writer offered the owner to make a promotional video for IMDA Handicraft in a bilingual version. The owner of IMDA Handicraft agreed with the writer's suggestion. Using the video, it presented the information, described the process, and explained the places of IMDA Handicraft itself. The video was presented to foreigners and domestic tourists. The writer used English language dubbing for the video and provided subtitles in Bahasa Indonesia and otherwise. Besides, it increased visitors and sell the products of IMDA Handicraft. The writer gave the video to the owner of IMDA Handicraft in MP4 format or CD. The owner can use this video to promote their product on their channel Youtube named Makrifat Business Channel and other media.

1.2 Objective

The writer's final project aimed to make a promotional video of IMDA Handicraft in Tutul Village, Jember, with the title "The Ethnic Handicraft of IMDA"

1.3 Significances

This final project could give many benefits and information to the following part based on the physical aspect:

1.3.1 for the writer

The writer could apply writing and speaking skills in making the promotional video.

1.3.2 for the local and foreign tourist

The tourist would get the information about IMDA Handicraft Tourism in Tutul Village specifically. It would attract them to visit or buy the product of IMDA Handicraft.

1.3.3 for IMDA Handicraft

This product could help IMDA Handicraft to promote the product to foreigners and also domestic tourists.

1.3.4 for the Student of English Study Program

This report and the product could be references and information to students of the English Study Program who would like to make a similar final project in making a promotional video.