

CHAPTER 1. INTRODUCTION

1.1 Background

Jember is a city that has a lot of interesting tourism potentials to visit. According to Afianto & Wibisono (2013), Jember has various types of tourism including nature tourism, cultural tourism and waterpark tourism. Nature tourism in Jember such as Watu Ulo beach, cultural tourism such as *Jaran Kencak* and *Pencak Silat*, and waterpark tourism, such as Wisata Kajer Asri Café & Resto.

Jember has various kinds of waterpark tourisms. One of them is Wisata Kajer Asri Café & Resto. Wisata Kajer Asri Café & Resto is a new tourist attraction in Jember. It is located at Jl. Cut Nyak Dien, Tempurejo, Jember. The location is quite strategic to visit because it is close to residential areas. As explained by Ariyansyah et al.(2012), waterpark is an artificial water ride that includes a children's pool with children's attraction games, a pool with artificial waves, water slides and is equipped with a café or a restaurant at the tourist attraction.

The writer conducted a preliminary study by interviewing the owner of Wisata Kajer Asri Café & Resto. He mentioned that Wisata Kajer Asri café & Resto was established on December 10, 2019. It has run for three years. Initially, he intended to use the land for agricultural and animal purposes. However, during the development, he changed his mind and decided to turn the site into a family vacation destination. The destination is equipped with some facilities including three swimming pools, gazebos, café and parking area.

Based on the results of interview, the writer also obtained information that Wisata Kajer Asri Café & Resto used nature theme to add its beauty. It was filled with many flowers pomelo and orange trees around the pools that made the place look beautiful. In addition to its beautiful view, this tourist attraction was used for social activities, such as camping and gatherings. Social activity is an activity to strengthen the interaction between an individual or group of the surrounding environment (Lestari et al., 2019). The owner explained that social activities carried out in this place were

usually followed by students from UIN KHAS (*Universitas Islam Negeri Kiai Haji Ahmad Sidiq*) and STIE (*Sekolah Tinggi Ilmu Ekonomi*) Mandala. Besides, it also holds bird competitions that are usually followed by public on Wednesdays and Saturdays.

The writer got more information about the social media of Wisata Kajer Asri Café & Resto. The owner said that Wisata Kajer Asri Café & Resto had an Instagram account (@kajerasri), Facebook (Warung Kajer Asri), and WhatsApp (085779168857) as its promotional media. The use of social media was very helpful for him to promote the tourist attraction. He re-uploaded some activities in the form of photos and videos reviews tagged by visitors on its Instagram and Facebook accounts. Meanwhile, WhatsApp was only used as a communication media. Unfortunately, the videos and photos reviews from the visitors only showed few spots at the tourist attraction without any detailed explanation. Lately, the owner has rarely uploaded the latest information regarding the tourist attraction on his Facebook and Instagram accounts. The last post on the two accounts was February 2022. Incomplete information can make promotional activities on social media less effective.

Based on the situation above, he asked the writer to make a new promotional video about Wisata Kajer Asri Café & Resto. The owner has never made any promotional video. So, the video that will be made by the writer can be used as a new official promotional video belonging to Wisata Kajer Asri Café & Resto. The video will be uploaded on its Instagram and Facebook accounts. It will use English with Bahasa Indonesia subtitle. The use of these two languages can help local and foreign visitors to get information about Wisata Kajer Asri Café & Resto. So far, it has been visited by foreign tourist, mostly from Singapore.

Based on this condition, the writer made a promotional media in the form of video about Wisata Kajer Asri Café & Resto. As stated by Degey et al. (2016), promotional video is an advertising media that can be used to promote something that is equipped with clear images, sounds, and complete information about the product.

The video will make viewers interested because it gives direct illustrations by utilizing moving image element about the product being offered (Bagaskara & Satrio, 2019).

1.2 Objective

The objective of this final project is to make a video as a promotional media in English with Bahasa Indonesia subtitle for Wisata Kajer Asri Café & Resto.

1.3 Significances

Based on the objective above, the significances of this final project are:

1.3.1 For the Writer

The writer can apply her writing skill in making a script and apply translation skill in translating video script from bahasa Indonesia into English. The writer is also able to apply her English pronunciation ability when doing the video voiceover.

1.3.2 For Wisata Kajer Asri Café & Resto

This video can be used as a promotional media to promote Wisata Kajer Asri Café & Resto.

1.3.3 For Viewers

The product of this final project can help viewers to get information that they need about Wisata Kajer Asri Café & Resto.

1.3.4 For Students of the English Study Program

This project can be used as a reference for students of the English Study Program who will conduct a similar final project especially in making a promotional video.