

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi is the easternmost regency in East Java Province. Banyuwangi Regency gets the nickname "The Sunrise of Java" because of its location at the eastern end. Banyuwangi Regency is famous for its tourism and culture which is still fairly thick. Historical relics are also still well preserved in Banyuwangi. Tourism in Banyuwangi is one of the rapidly growing industries and the seriousness of the government in managing the tourism sector can be seen in the development of the tourist attraction and the efforts that have been carried out by the government.

Tourism in Banyuwangi has a strong attraction for local and foreign tourists such as beaches, mountains, waterfalls, savanna, and forests that are still preserved. In addition to nature tourism, there are artificial tourist destinations in Banyuwangi, such as beach clubs, water parks, and agro-tourism. In addition to tourist destinations, in Banyuwangi still thick with the culture which is also used as a tourist destination, one example is Kemiren Traditional Village which presents the culture and customs of Banyuwangi City. The development of tourism in Banyuwangi is very rapid. Tourism is engaged in the business sector so it has a major impact on the regional economic sector. Tourism development in Banyuwangi Regency is also accompanied by stable accommodation development. Many hotels and inns were built in Banyuwangi Regency to provide satisfactory facilities and services upon arrival of guests from outside the region and abroad.

A hotel is a business activity related to tourism. Based on Indrayuni (2016) hotel is a tourism product that has an important role that deserves to be considered in terms of facilities, services, and travel distances. Hotels are business entities that provide lodging services in the form of rooms complete with eating and drinking facilities and other public facilities. Many types of hotels exist in Banyuwangi, such as city hotels which are located in urban areas and resort hotels

which are located far from the city center, usually close to mountains and beaches. By taking advantage of a well developed tourism attraction, entrepreneurs are competing to establish hotels in Banyuwangi. Grand Harvest Resort and Villas is one of the hotels established by individuals in Banyuwangi Regency.

Grand Harvest Resort and Villas is a resort and villa located in Tamansari Village, Licin District, Banyuwangi Regency, East Java. Grand Harvest Resort and Villas is located on a beautiful hill with typical views of rice fields and mountains. Grand Harvest Resort and Villas was founded by Mr. Aminoto on September 9, 2007. Grand Harvest Resort and Villas has social media such as, Instagram (@grandharvestresort), Facebook (Grand Harvest Resort & Villas), Website (<http://www.grandharvestresort.com/>), Facebook (grandharvestresort) and WhatsApp as promotional media.

From preliminary study conducted by the writer with the head of the department, the writer proposed to make a company profile video for Grand Harvest Resort and Villas. According to Munadi (2008) in Purwanti (2015) video is a media for delivering audio-visual messages or viewing-hearing media. When the writer carried out the internship program there, the writer saw the different conditions in the video with the current condition of Grand Harvest Resort and Villas. The writer sees the difference in the location of the front office and some facilities that were closed but are now re-open so that it is not shot in the existing company profile video. From these problems, the writer made a company profile video and renew with current conditions. The writer also discussed with the staff of the hotel to make the company profile video in bilingual version Indonesian- English because customers come from local and foreign. The company profile video contains the hotel's profile and the latest facility updates. The video was made as promotional media and played on a screen in the hotel lobby to attract customers' attention.

1.2 Objective

The objective of the final project is to provide information and help

promoting about Grand Harvest Resort and Villas through a video as a company profile of Grand Harvest Resort and Villas.

1.3 Significances

Based on the objective above, hopefully this final project give some benefits for the following parties :

1.3.1 The Writer

The writer can apply English language skills such as writing in created the script and storyboard, translation in making bilingual video, speaking while the writer be a voice actor and computer in make the concept of design also creat the script.

1.3.2 Grand Harvest Resort and Villas

The results of this final project can assist in conveying information about the company to customers.

1.3.3 The Customers

The results of this final project can provide complete information about Grand Harvest Resort and Villas to the customers.

1.3.4 The Students of English Study Program

The results of this final project can be used as a reference for Student of English Study Programs who want to make a final project that is almost the same or has the same object.