

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a rich country located in the tropics region and cross by volcanoes. The natural and human resources represents as one of Indonesia's wealth. Through the two resources, the government developed it as sustainable tourism industry. According to Niedziółka (2014), sustainable tourism is defined as all forms of activities, management, and development of tourism that preserve natural, economic, social integrity, guarantee maintenance of natural and cultural resources. Indonesia has a lot of sustainable tourism, such as Heritage Tourism (Komodo Island in East Nusa Tenggara and Borobudur Temple in Central Java) and Eco-Tourism (Kawah Ijen in Banyuwangi). The tourism industry is reflected as one of the most powerful sectors in Indonesia's economy. It was supported by data in 2015, the tourism industry was able to contribute in economic development with the highest nominal in ASEAN, exactly 10% from Gross Domestic Total (Sabon et al., 2018). One of the cities in Indonesia that participated in industrial development for economic growth is Banyuwangi.

Banyuwangi is a city in East Java that has key program in developing local destination. Banyuwangi invests in artistic and local tradition, as well as aspects of sustainable environment owned by its villages (Hidayat et al., 2004). By this implementation, some villages successfully achieve national awards as the top 50 best tourism villages by the Ministry of Tourist Creative Economy (Fanani, 2021). Furthermore, Banyuwangi also received an award as the best runner up of man-made tourism object (Fanani, 2021). This achievement will positively impact the local tourism. One village that has participated in developing local tourism is Kaliploso Village.

Kaliploso is a village that supports the government program in developing local tourism through the potential possessed. The potential owned by this village is harvest such as fruits and types. By utilizing this potential, Kaliploso's village authorities with the society surrounding held Kaliploso Horti Carnival (KHC), *Obrolan Jeruk Manis* and *Festival Kambing Hias*. Kaliploso Horti Carnival is the

parade of horticulture products. The society wear a costume made from harvest. Meanwhile, *Obrolan Jeruk Manis* is a talk show that presents speakers to give material about agriculture to the audiences. After the speakers give the material, the audiences can ask questions. Then, *Festival Kambing Hias* is an Etawa goat lovers contest with the aim to increase the selling price. Every program that held by Kaliploso village, showed the development of the village. One of the biggest development is Kaliploso presents a tourist attraction in the form of agro-tourism. The tourism that referred is Agrowisata Kebun Al-Qur'an (AKA).

AKA is tourist destination located in Diponegoro Street, Kaliploso Village, Banyuwangi. AKA was found by Mr. Rudi and developed on September 9<sup>th</sup>, 2019. This destination is present a concept of Muslim-friendly tourism with religious education. AKA gives education through the plants there, which names are mentioned in Al-Qur'an. Those plants are dates, olives, grapes, bananas, figs, pomegranates, and flowers. The plants are well-arranged, the visitors can see the plants with various colors. Furthermore, people get new knowledge about those plants after had visited AKA. Simply, the concept of AKA is a combination between learning and having fun. Due to the concept is unique and creative, AKA was crowded by visitors.

As Muslim-friendly tourism, AKA is completed with basic necessities. Range from providing halal food and worship facilities that adequately. The visitors can find halal food from the local seller around AKA, and can find prayer room without getting out of the place. Those facilities made easier for the visitor in carrying out their obligations. The other complimentary facilities are swimming pool and gazebo. In conclusion, AKA prioritizes the visitor's convenience through the facilities offered.

Based on the previous explanation, AKA also provides information through social media, such as Instagram and Facebook. To get more accurate information about the way AKA promoted the destination previously, the writer had a preliminary study by interviewing the founder. The writer got information that AKA promotes the tourism only using social media such as Instagram and Facebook. The Instagram account is "akakaliploso" and the Facebook account is

“AKA Kaliploso”. Previously, AKA promoted only using pictures and accompanied by short description about the activity at that time. The angle, the object, the back ground and the over-exposure are not sophisticated. Those problems could not make the visitor known well about what is the real tourist attraction in AKA. Therefore, pictures are not enough to promote local tourism to be more known by domestic and foreigners. AKA needs additional promotional media to familiarize the society with the tourism concept. However, AKA also needs promotional media that officially from tourism. So, AKA can get their popularity and be famous to boost revenue as well as another destination.

Based on the problem, the writer decided to make a video as promotional media of Agrowisata Kebun Al-Qur’an Kaliploso as required by AKA. The video was focused on giving information about the whole destination of AKA. The video provided a solution for the viewer through the different perspectives of the visitor’s testimonial. The writer also provided video that can open on any smartphone. In addition, this video can be used as the main promotion of AKA in introducing the tourism in social media. The writer made a video in bilingual version, Bahasa Indonesia as the subtitle and English as the voiceover. This is considered for local and foreign viewers to understand the content easily. This project aims to help the management of AKA in improving popularity among domestic and foreign tourists. So, through the advantages above, it can attract more tourists for AKA.

## **1.2 Objective**

The objective of this proposal is to make a video as promotional media of Agrowisata Kebun Al-Qur’an Kaliploso, Banyuwangi.

## **1.3 Significances**

Based on the objective above, the significances of this final project in making a video as promotional media of Agrowisata Kebun Al-Qur’an Kaliploso, Banyuwangi are :

#### 1.3.1 For the writer

Through this final project, the writer can apply her English skills in case of writing and translations.

#### 1.3.2 For the management of Agrowisata Kebun Al-Qur'an

The promotional video can be an official video of Agrowisata Kebun Al-Qur'an as their promotional media to attract the attention of domestic and foreigners. This final project was shown the potentials and assets of AKA, so it can attract more tourists.

#### 1.3.3 For the visitors

By this promotional video, not only people get new knowledge about AKA in detail, but also can finish the problem of misunderstanding. In order to make the people easy in understanding the content, it was made in bilingual version.

#### 1.3.4 For the Students of the English Study Program

This final project can be used as a reference for the students who will take a video project as their project later.