

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is one of the countries frequently visited by local and foreign tourists because of its natural beauty. One of the famous areas is Banyuwangi. Banyuwangi is located at the eastern end of East Java and has been known as the Sunrise of Java (Fairuza, 2017).

Banyuwangi has a lot of tourism attractions that can be visited by tourists. According to Wahyudi et al. (2020), the types of tourism attractions in Banyuwangi are culinary tourism, nature tourism, artificial tourism, city tourism, religious tourism, and cultural tourism. The famous one is culinary tourism.

Banyuwangi has a variety of culinary tourism with unique and interesting taste. Kurniawan (2010) stated that culinary tourism is a program that carries the theme of a variety of foods, especially those served by roadside stalls with low prices and filled with customers. One of the types of culinary tourism is traditional food. According to its area of origin, traditional food is a type of foods and drinks that has special taste (Winarno, 2007) as cited in (Wahritasi and Yusrizal, 2017). Some kinds of the traditional foods of Banyuwangi are *bagiak*, *kopi osing*, *ladrang sabrang*, *sale pisang*, *pia Glenmore*, *untir-untir*, and savanna cake (Arofani, 2021). Usually, tourists who spend their vacation in Banyuwangi buy traditional food of Banyuwangi as food souvenirs for relatives. One of the places that sell Banyuwangi traditional food is “Ardial Pusat Oleh-Oleh Khas Banyuwangi.” This store is located at Jalan Basuki Rahmat No. 115, Singotrunan, Banyuwangi.

The writer conducted a preliminary study by interviewing the owner of “Ardial Pusat Oleh-Oleh Khas Banyuwangi”. She said that this store was established in 2001 and at the beginning, the name of this store was “Warung Oleh-Oleh Khas Banyuwangi,” which just sold traditional food of Banyuwangi for visitors of “Datuk Malik Ibrahim” tomb. Nowadays, the store that is located on the opposite of the tomb is not just visited by visitors of the tomb, but by those visiting Banyuwangi for many different purposes. Products that she makes and

sells are *bagiak*, *ladrang sabrang*, *sale pisang*, *sale molen*, *untir-untir*, *jenang*, *kuping gajah*, *stik bayam* and *stik seledri*. The specialties of this store are *bagiak*, *stick bayam* and *stick seledri*. The special thing about its *bagiak* is because the owner makes this product with fourteen variants of flavors (chocolate, ginger, cheese, milk, banana, coconut, cinnamon, strawberry, pandan, orange, sesame, mocha, durian, and peanut). However, other stores only sell *bagiak* with only six to nine variants of flavors. For *stik bayam* and *stik seledri*, the owner used sweet potato flour for the ingredients, not wheat flour.

From the interview, she also obtained further information about “Ardial Pusat Oleh-Oleh Khas Banyuwangi”. In promoting the store, the owner used social media, such as Facebook (Ardial Banyuwangi), Youtube (Siardial Banyuwangi), Instagram (@ardialbanyuwangi), WhatsApp (+62 821-4163-3232), Website (<https://linktr.ee/siardialbanyuwangi>), and Shopee Account (AzzamzamShop). The owner stopped updating on Facebook in 2018, on Youtube 2018, and on Instagram in 2019 because the owner did not have any employees to handle those social media. On the website, it just informed about WhatsApp and Shopee Account link, but for the website link, it could not be reached. The problems with the promotional media for this store were because all of the social media did not provide the latest information of the store and also did not provide complete information about “Ardial Pusat Oleh-Oleh Khas Banyuwangi”. It made its customers hard to know about kinds of products that the store sold. Because of that, the owner asked the writer to make a video as a promotional media that provides complete information about the store using English with Bahasa Indonesia subtitle and the video will be uploaded to the social media of the store (Facebook, Youtube, and Instagram). This video can help her to inform more about “Ardial Pusat Oleh-Oleh Khas Banyuwangi” to the local and foreigner customers who want to visit the store and buy its products. In addition, the store can also be more known by people.

Based on this condition, the writer made a promotional media in the form of a video about “Ardial Pusat Oleh-Oleh Khas Banyuwangi”. As stated by Pramudito (2013), a video or film is a series of many photo frames that plays

quickly. Each frame is a recording of stages in the movement. Meanwhile, according to Agustario (2017), the advantages of promoting through video are that it has a broad reach, can adapt to social media trends, can deliver messages concisely, and is also easy to understand by viewers.

## **1.2 Objective**

The objective of this final project is to make a video as a promotional media using English with Bahasa Indonesia subtitle for "Ardial Pusat Oleh-Oleh Khas Banyuwangi".

## **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 when making the script and translation skill when translating the script from bahasa Indonesia into English. She is also able to apply her pronunciation skill when doing voiceover in making the video as a promotional media.

### **1.3.2 for the Owner of Ardial Pusat Oleh-Oleh Khas Banyuwangi**

This video can be used as a promotional media for the owner of the store when promoting the products to her customers.

### **1.3.3 for Viewers**

The video can help local and foreign viewers to get information about Ardial Pusat Oleh-Oleh Khas Banyuwangi .

### **1.3.4 for Students of English Study Program**

Students of the English Study Program can use this final project and its product as their references when making a project, especially in making a video as a promotional media