

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that consists of million islands that have a wealth of extraordinary natural resources and a leading tourism sector. According to Bustamin, *et al* (2017), the tourism sector as an economic activity has become a development priority for a number of countries, especially for developing countries such as Indonesia which has a large area potential with a large tourist attraction from many natural resources, various cultural-historical heritage and community life. In addition to the abundance of existing natural resources, Indonesia is a country that has largest natural wealth in the world, and from the many natural resources that exist, people use environmentally friendly materials to make handicrafts. One of the cities in Indonesia that produces unique crafts and has different characteristics is Banyuwangi.

Banyuwangi is a city in East Java which is located in the south of the island of Java which has a lot of tourist places that can be visited. Every year Banyuwangi holds many festivals start from January until December and in 2022 Banyuwangi hold 99 festival agendas ranging from national to international festival levels, for example national festival Kebo-Keboan is a festival to express gratitude for the harvest and international festival Tour de Ijen is the official bicycle racing championship of the International Cycling Association which is participated in by various countries (Union Cycliste International) to attract tourists to come to Banyuwangi. The local industries in Banyuwangi every year contribute to increase tourist visits to this city, so a festival was held to provide a forum for SMEs (Small & Medium-Sized Enterprises) to display the best product in Banyuwangi. The festival is expected to help not only the tourism sector but the SMEs (Small & Medium-Sized Enterprises) economic sector in Banyuwangi and introduce craft products especially one of them is Kejaya Handicraft industry.

Kejaya Handicraft is one of the handicraft shops located on Jember highway, Krajan, Kedayunan village, Kabat, Banyuwangi Regency. Kejaya Handicraft

produces various products using various machines such as wood cutting machines, coconut shells and using several methods in making crafts such as carving crafts, knitting crafts, sewing and weaving crafts. Products of Kejaya Handicraft are numerous, ranging from souvenirs, bag, hats, and others. In 2007 Kejaya Handicraft has received an environmentally friendly certification from the Department of Industry and Trade East Java, because most of the Kejaya Handicraft products produced are very environmentally friendly. Kejaya Handicraft products have also been exported to several countries such as England, Malaysia, Italy, USA, and Guatemala.

Based on the preliminary study, by conducting interviewed with the owner, Kejaya Handicraft has several promotional media such as: Website (Kejaya Handicraft), Instagram (@kejaya.handicraft), Facebook (Kejaya Handicraft), e-commerce Shopee (Kejaya_Handicraft) and YouTube (Kejaya Handicraft). The owner said that Kejaya Handicraft had rarely uploaded videos on YouTube because they felt the content was made with a short duration and less attractive. The craft owner need a video in English to promote handicraft products from Kejaya Handicraft in detail information uploaded on their social media. Based on problem, the writer made a video as a promotional medium for Kejaya Handicraft contains detail information in English version.

The effectiveness of using a promotional video in promoting Kejaya Handicraft products could come from several advantages of the video usage. The writer made interesting promotional video content to deliver the message that works well and it can attract the viewer's attention. This video made in English version, so that not only domestic customer could see and understand the contents but also foreign customers.

1.2 Objective

The purpose of this final project is to make a video as promotional medium for Kejaya Handicraft in English version.

1.3 Significances

Based on the objectives above, the writer hope that this report and product could provide benefits to the following parties:

1.3.1 The Writer

Hopefully in making this final project, the writer can improve his speaking, writing, and computer skills in doing this final project.

1.3.2 The Owner of Kejaya Handicraft

The final project could become a promotional media for Kejaya Handicraft showed the product.

1.3.3 The Customer

The product of this final project could help customers to get detailed information about the product of Kejaya Handicraft.

1.3.4 The Student of English Study Program

The final project made can be used as a reference for the student English Study Program for those who will do a similar final project.