

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a journey made by individuals or groups for temporarily, there is a shift from one place to another, with mean to enjoy the trip for recreational purposes not for looking for income in a place that visited and met the needs individuals or groups who various (Putri, 2020). Doing recreation certainly has many benefits for the body, especially to reduce stress and feel happier. Beside that, tourism to get peace of mind and get experiences with life lessons on every trip. On every trip, the experience will be more meaningful with increased tourism development. Based on Haryanto (2018), In the world of tourism, tourism development is one of them to introduce nature, attractions, and culture as objects and attractions tour. In the development of tourism, the role of the government as an Indonesian legal institution and the local community as the manager of tourist attractions are needed to support development.

In tourism development, the role of infrastructure and facilities is very important to encourage the tourism sector. For example, green open space infrastructure facilities, cultural and artistic infrastructure and others. Besides the existence of infrastructure and facilities, a marketing which is supported by promotion will be more effective. Based on Irfan & Apriani (2017), tourism development can be done by means of object development tourism, procurement of facilities and infrastructure to support tourism, and marketing or promotion (Irfan & Apriani, 2017). And promotion or marketing can be more useful and reach a wider community considering the ease of access and information networks. In addition, it is necessary to support community participation in tourism development so that tourism development is structured and makes good use of domestic resources. Based on Utami & Kafabih (2021) in Maharani & Mahalika (2020) stated that tourism based on community participation and the use of domestic resources as tourist sites will

also support proactive national economic resilience against community elements. Tourism based on community is a form of sustainable tourism that allows travelers to connect closely with the local communities they visit, this is implemented in several cities in Indonesia such as Jakarta, Bali, Malang, Probolinggo, etc.

Probolinggo has several interesting tourist destinations such as Bromo Mountain, Gili Ketapang Island, Madakaripura Waterfall, Argopuro Mountain, etc. The location of Probolinggo is about 100 km southeast of Surabaya with the Madura Strait in the north, and Probolinggo Regency in the east, south and west. Probolinggo is famous for the city of mango and grapes, the city of a thousand gardens, for its green and clean city (Bahiyah et al., 2018). During the pandemic, Probolinggo has implemented a new normal of economic activity especially tourism which requires cooperation between the government and the community in the development of tourist areas.

A preliminary analysis was conducted to obtain more information about Ayu Rezeki Park. Ayu Rezeki Park Leces Probolinggo was established on 18 November 2015. Ayu Rezeki Park is located on KH. Mansyur Street, Kerpangan, Leces District, Probolinggo and it was built by Amir Mahmud and Halimatus Sa'diyah. It was starting from a private swimming pool with a ticket of 2000 rupiah. Due to the good enthusiasm of local society, so the owner developed it into water boom, a park and cafe in the back area. Until now, Ayu Rezeki Park is running several sectors of business, such as minimarket, clothes shop and flower shop as souvenirs. The manager said that currently they still rely on Instagram (@ayurezekicoffe, @ayurezeki_kerpangan) in tourism promotion. However, this Instagram media has not been used consistently. Although Ayu Rezeki Park already has visitors from out of city, there is still not any promotional media that can be exhibited. Therefore, manager needs effective promotional media in this digital era. Seen from its advantage, video promotion is able to combine text, images, audio, music, animated images or videos in a mutually supportive unit so that visitors can see in real Ayu Rezeki Park.

In the process, the writer made a video in bilingual version, audio used English and subtitles used Indonesia. This is because Leces is a transit area with toll in-out roads between cities. Based on the description above, it can be concluded that Ayu Rezeki Park needs promotional media in the form of videos to provide complete information about Ayu Rezeki Park.

1.2 Objective

The writer decided to make a video as a promotional media for Ayu Rezeki Park Leces Probolinggo to provide complete and up to date information about Ayu Rezeki Park.

1.3 Significances

Based on the objectives above, it can be useful for the following parties :

1.3.1 The Writer

The writer applies her speaking skills in voiceover, script writing for writing skills, and for translation in bilingualism. The project also increased the writer's knowledge about the types of language styles that were usually used in promotional videos.

1.3.2 The Owner of Ayu Rezeki Park Leces Probolinggo

The promotional video helps the owner to improve tourism marketing and introduce the business potential of Ayu Rezeki Park as a tourist destination in Leces Probolinggo Regency.

1.3.3 The customers

The tourists gets information and know the real condition and situation of Ayu Rezeki Park Leces Probolinggo.

1.3.4 The students of Language, Communication and Tourism

This final project can be used as a reference for those who are going to conduct the final project of promotional video.