

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Tourism is one of the industries that help the country to increase revenue. According to Maulana & Koesfardani (2021), tourism is one of the largest industries that is growing rapidly in the world, including in Indonesia. The tourism sector in Indonesia is one of the sectors that contribute most to the country revenue. Tourism can increase foreign exchange earnings, create jobs; stimulate the growth of the tourism industry. Moreover, Yakup (2019) stated that tourism can trigger economic growth and it can encourage various countries to develop the tourism sector. The tourism sector in cities in Indonesia is starting to develop over time. This phenomenon also happens to Jember Regency in East Java, Indonesia.

Jember is one of regencies in Indonesia that has a huge potential tourism sector. The development of tourism in Jember Regency can be said to be quite rapid. The development of tourism in Jember Regency continues to increase every year, ranging from nature to culture. One of the tourist destinations in Jember is Puncak Badean. Puncak Badean is a tourist destination in the form of a river that is dammed into a kind of bathing pool. Puncak Badean located in Krajan II, Badean Village, Bangalsari District, Jember Regency, East Java. Puncak Badean was inaugurated and opened for public on 14 October 2020. The first impression when visiting the Puncak Badean is the cool and fresh air. The fast-flowing river water increasingly makes us feel comfortable and want to linger in that place.

Puncak Badean was opened in 2020 so it is still new and there are still many people who do not know about this tourist destination. To attract more visitors, Puncak Badean management needs promotional media. Actually, Puncak Badean management already has promotional media such as Instagram (@puncakbadean). Puncak Badean management rarely updates posts on their Instagram account, the last post they posted was on March 30, 2022, Facebook (Puncak Badean). They also have Facebook account but

same with their Instagram account, but the management also rarely posts photos or videos on the Facebook account. The latest post on Puncak Badean Facebook account is on June 21, 2021. They also have YouTube channel (Puncak Badean), they also rarely post new content on the YouTube channel. The last post on the Puncak Badean channel is one year ago.

Based on the information obtained from the preliminary study, the management said that there were several foreign tourists visited Puncak Badean. So, the promotional media would be directed to domestic tourists and international tourists. The aim is to attract more potential visitors to visit Puncak Badean, Jember. Based on the fact, the writer told her intention to help Puncak Badean management in promoting Puncak Badean by making a promotional media in the form of a promotional video for Puncak Badean. The writer made the video in two languages English and Indonesian. The video contained all information about Puncak Badean, starting from history, location of facilities and activities that visitors can do in Puncak Badean. The management approved and supported the making of the promotional video.

## **1.2 Objective**

The objective of this final project is making a video as a promotional media of Puncak Badean.

## **1.3 Significant**

From all explanation on the background, the significance of making a promotional video is:

### **1.3.1 The Writer**

Making this final project can make an impact on increasing writing skills in English (writing and reading) and translating the script.

### 1.3.2 Puncak Badean

With this final project, Puncak Badean can attract more visitors to come and enjoy its natural beauty and can increase revenue from visitors.

### 1.3.3 The Viewer

With this final project, viewers can know the description and detailed information about the Puncak Badean.

### 1.3.4 The Student of Language, Communication, and Tourism

For 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 or video subtitling.