

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a phenomenon caused by one human activity, the activities mean traveling (Kodhyat, 1995). Tourism has various purposes, one of which is for having recreations that help people to relax. In line with this, Haryanto (2018) stated the purpose of tourism development is to introduce nature, attractions, and cultures as objects and attraction tours. Usually, tourism provides many things to explore because there are tourist options, such as beautiful scenery, culinary, and various traditions that can be enjoyed by people on their vacation.

As a country that has a number of tourism destinations, Indonesia offers tourism destination for people all over the world. Pasuruan regency is one of regencies in East Java that has a tourism destination that can be enjoyed by domestic as well as foreign tourists. Tosari is an area in the Bromo Tengger Semeru National Park (TNBTS) which is one of the accesses to reach Bromo Mountain from Pasuruan. Tosari district has tourism destination with a culture which becomes the main attraction that has been developed in tourism sector.

Desa Wisata Alam Wonomerto is one of villages in Pasuruan Regency that has potential to become a famous tourism destination, it is managed by Baladaun. Baladaun is a community of nature lovers as well as the manager of *tengger* culture tourism and conservation education. It is located in Wonomerto, a village which have unique cultures. Here, many traditional ceremonies are carried out by the *tengger* community and often encountered by tourists later. There is held once a month, "*Barikan*" and a "*Pujan*" that are held in very 4 months. The purpose of these two ceremonies is to reject the reinforcements of the village. There is also a ceremony that is held once a year, "*Sangkan Paraning Dumadi*", or commonly called "*Hari Raya Karo*" and "*Mayu Dusun*" a ceremony that is held in every 5 months. Both of these ceremonies are carried out for public. Therefore, the writer conducted a preliminary study by interviewing the manager

of Baladaun to get information about the existing promotional media of Desa Wisata Alam Wonomerto.

The result of an interview conducted by the writer in a preliminary study showed that Desa Wisata Alam Wonomerto is an ecotourism destination that does not have promotional media. However, Desa Wisata Alam Wonomerto is qualified to become a tourism destination that can be explored by tourists. The beautiful scenery makes the tourists feel enjoyable when visit this tourism object. Therefore, the manager of Baladaun asked the writer to make promotional media to help them introduce this tourism destination. Facing this situation, the writer helped the manager to make a promotional media in the form of a video because the content of the video showed the real condition and updated information about Desa Wisata Alam Wonomerto.

All the information in the video was easy to understand because the writer used a promotional video in a subtitled version to make it easier for local tourist to understand the contents and the video contains complete and updated information about Desa Wisata Alam Wonomerto. This promotional video contained complete information about the beauty of Desa Wisata Alam Wonomerto in less than 5 minutes. The video divided into three parts there are opening, body, and closing.

1.2 Objective

The objective of this final project is to make a video as promotional media for Desa Wisata Alam Wonomerto Pasuruan

1.3 Significances

This final project can benefit the following parties.

1.3.1 To the Writer

This final project can be useful for the writer to apply her English skill such as speaking skill, Writing skill as well as Translation in making this product. Speaking skills are used in voice-over. Writing skill is used in scripting, and translation is used in translating scrip from Bahasa Indonesia into English.

1.3.2 For the Tourists

The tourists get information about the real condition and situation of

Desa Wisata Alam Wonomerto.

1.3.3 For Desa Wisata Alam Wonomerto

The result of this final project helps Desa Wisata Alam Wonomerto to promote the object of tourism and attract tourists to come to this place.

1.3.4 For Students of the English Study Program

This product can be used as a reference for students of English Study Program, who will conduct a final project, especially in Developing Promotion Video of Desa Wisata.