

## CHAPTER 1. INTRODUCTION

### 1.1 Background

The country of Indonesia is well known by worldwide for its forest potential. Tropical forests are one of the third-largest in the world and have high life biodiversity (Achmaliadi,2001). The existence of forests in Indonesia provides high biodiversity. From this high biodiversity, it can provide versatile benefits and have vital and strategic benefits, as the basic capital of national development and is the lungs of the world that are needed both now and, in the future, (Suhartini 2009). On that side, Indonesia is a country that has the potential of extraordinary natural wealth. This potential needs to be preserved to ensure the continuity of development.

Indonesia has many natural's areas or forests for tourism destination. One of them is Sumber Mrutu natural spring pool in Lumajang, East Java. The location of this natural spring pool is 10 Km from city of Lumajang and 3Km from Biting Site (Prehistoric site placed). Based on the preliminary study done, the writer got information about this place. The writer interviewed Mr. Dugel as the manager of this place, and he got information that Sumber Mrutu was open in 2020 and managed by Pandansari Village. This place had gone viral in 2020 until before the Covid-19 pandemic. He futher said that after pandemic the visitor were not crowded as the previous year in 2020.

The writer asked about tourist data who visited this place. Before pandemic, the number of tourist who visited Sumber Mrutu was more than 1000 tourist each month . And recently it became 100-150 tourists in each month. In relation with promotion, the manager said that Sumber Mrutu has promotional media such us Facebook and Instagram. These social media managed by POKDARWIS (*Kelompok Sadar Wisata*) Pandansari Village. The Sumber Mrutu's Facebook (*sumbermrutu45*)

contains photos and videos of this place such as pictures of tourist activity, natural spring pool pictures, facilities for tourist picture. Also, there is a video of tourist activity. All contents of this Facebook was posted in February 1, 2021 and still active until now. For Sumber Mrutu's Instagram (@*sumbermrutu*), it is still active and contains photos and reels video of activities from tourists. The last post was on March 13, 2022. Sumber Mrutu doesn't have a Youtube account as promotional video for tourist attractions, but there are vlog videos from tourists who introduce Sumber Mrutu tourism. The video showed the facilities offered to tourist, and the condition of the Sumber Mrutu. The manager further informed that those promotional media were not effective in attracting the tourists to come since the information provided in Facebook, Instagram, and Youtube was incomplete because it only consisted of pictures and reels video without any detail description. The manager expected that Sumber Mrutu visited by not only domestic but also international tourist. From this situation, the manager wants to have another promotional media in the form of a bilingual promotional video in order to promote this place.

After conducting the preliminary study, the writer got a recommendation from the manager to make a promotional video of the Sumber Mrutu natural spring pool in the form of bilingual version. This promotional video used to expose and introduce this place not only to local people but also to international tourists. With this promotional video, it has a new face for Sumber Mrutu information and the writer was update information related to Sumber Mrutu regarding the facilities and infrastructure was offered to tourist's. Scenes of the video obtained directly onsite and packaged in a 2D concept that combines images and sound. Finally, this video would be uploaded on Sumber Mrutu's social media to strength then the online promotion so that domestic and international tourists visited this place.

## **1.2 Objective**

The objective for this final project was to make a promotional video of Sumber Mrutu Natural Spring Pool in English with *Bahasa Indonesia* subtitle.

## **1.3 Significances**

Based from the objective above, the report and product could be expected to useful for some part's

### **1.3.1 For the Writer**

For this final project, the writer is able to apply his writing skill especially in madea script. And also, the writer can apply his translation skill particularly in translated the script of the video from *Bahasa Indonesia* into English. He is also able to apply his English pronunciation ability in dubbing the video. Besides that, he is able to apply his computer skill especially in edited the video.

### **1.3.2 For the tourist**

The final product itself could be used for assist local and international tourists to know more about this place and got detailed information about this destination.

### **1.3.3 For the manager of Sumber Mrutu.**

Through this promotional video, the manager can re-promote and re-introduce this place so that the tourist visited this tourism destination.

### **1.3.4 For the students of English Study Program.**

With this final project promotional video itself, could be used as a reference material if there are students majoring in the English Study Program who want to make a promotional video.