

CHAPTER 1. INTRODUCTION

1.1 Background

Nowadays, tourism becomes the important thing for human life. The level of public demand for tourism services is getting higher. The most people who travel have the purpose of having fun or releasing fatigue. Traveling is no longer an ordinary thing but a necessity in society; it has even become a lifestyle. According to World Tourism Organization (WTO) tourism is a social, cultural and economic phenomenon which entails the movement of people to countries or places outside their usual environment for personal or business/professional purposes. Tourism is something related to tourism, and tourist attraction itself. Traveling is one way for people to release fatigue from the business, work and the saturation of life. Explained in Oxford Dictionary (2010) tour is a journey for pleasure in which several places are visited. Therefore, there is travel service that can help people to facilitate their tourism needs called travel agent.

Travel agent means an agency company whose activities focus on the travel business. There are several terms used and known in the world of tourism to the term of travel agent such as Travel Services, Travel Bureau, Tour Operator, Tourist Bureau, or tour and travel services. All these terms lead to an understanding of companies that conduct activities to provide information and services for people who will travel in general and especially traveling (Lahilote, 2010). In Jember, there are lots of travel agent exists. One of them is D'safier Tour and Travel.

D'Safier tour and Travel Company was established on November, 2015. D'Safier has four travel packages, those are; Malang Tour Package (One Day One Trip), Jogja Tour Package (3D1N), Bali Tour Package (3D1N), and Lombok Tour Package (4D2N). D'safier Tour and Travel also serves delivery service By TIKI and ZOYA Boutique. Therefore, D'safier Tour and Travel does consider with customer satisfaction that uses its services because customer satisfaction is the number one

D'safier Tour and Travel already promote the services through online and offline. One of them online promotion that has already carried out is website, and one of offline promotion that has already carried out is a booklet and brochure. Based on preliminary study, the owner said those the promotional media that already utilized by D'safier Tour and Travel was not enough to promote the services because both promotional media; website, booklet, and brochure only give short and incomplete explanation. Also the website and brochure never be upgraded anymore. Therefore, he needs another visualmedia such as multimedia like video. According to Fred T.Hofstetter in Syaiful (2014) multimedia is the use of computers to create and combine text, graphics, audio, motion pictures (video and animation) by combining links and tools that allow users to navigate interact, create, and communicate.

The writer will help D'safier Tour and Travel to attract the customer by making a new promotional video that is company profile video. The writer thinks that promotional video is more accurate and can get more attention from costumers. So, the writer chose the video as a promotional media for D'safier Tour and Travel for his product of final project, because the writer thinks the video can attract more customer of D'safier. According to Nastuti and Ramadhan (2013) video is the most suitable media for promoting a company. From this case, the writer wants to complete his final project about the company profile video entitled "making a company profile video of d'safier tour and travel".

1.2 Objective

The objective of this final project is making a company profile video of D'safier Tour and Travel.

1.3 Significances

1.3.1 For the Writer

The writer can apply and increase his speaking skills and writing skills.

1.3.2 For D'safier Tour and Travel

The product of this final project can be used as a promotional media for D'safier Tour and Travel to introduce and promote the service of D'safier Tour and Travel.

1.3.3 For the customer of D'safier Tour and Travel

The customer can get detail information that they needed about D'safier Tour and Travel.

1.3.4 For Student of English Study Program

Students can more easily understand the way or making a company profile video that the writer created. The writer hope the company profile video that the writer created can be used as references to make the same product with different tour and travel.