

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Each country has tourism destination to attract visitors to come, for example Indonesia. Indonesia has many kinds of tourism destinations either natural or created to attract visitors. Mountain, beach, waterfall, lake, and cave are some examples of natural tourism destination. For created tourism destinations are water park, museum, playground, zoo and others, all of them such in Indonesia. Besides, Indonesia also has some historical sites spreading in some cities such as Probolinggo, Bondowoso, Banyuwangi, Situbondo, and Lumajang. Lumajang is one of the examples of the potential city.

Lumajang is located in East Java. Lumajang is a small city that has an icon there is banana and called "*Kota Pisang*". The most popular banana in Lumajang is 'Pisang Agung'. Based on its name "Agung" in the Javanese language is big because it has a big size. Besides, this city has many kinds of tourism objects, such as natural and created destinations. Lumajang has some historical sites that interesting to visit. The popular historical sites in Lumajang are Pura Mandhara Giri Semeru Agung, Biting site, and Kedungsari site. Those places are in different locations. For Biting site is located in Kutorenon village, Sukodono sub-district. Now this place is equipped with many facilities to attract visitors. The visitors can ride motorcycle or car to go to that place. The next place is Kedungsari site is located in Kedungmoro village, Kunir sub district. It is not difficult to find Kedungsari site because near the roadway. The third place is Pura Mandhara Giri Semeru Agung located in Jalan Serma Dohir, Senduro village, Senduro sub district. This place offers beautiful scenery because Pura Mandhara Giri Semeru Agung is in a high place. Pura Mandhara Giri Agung Semeru is provided any facilities to attract visitors.

Unfortunately, those destinations have not been supported yet by appropriate promotional media, there is only a tourism booklet that exists in Tourism and Culture Department of Lumajang. Tourism booklet only gives short explanation about Mandhara Giri Semeru Agung temple, and Biting site. In addition, there are no informations about Kedungsari site in that tourism booklet, and from this tourism booklet not give the latest information about all destination. There are many personal blogs of each destination.

The writer thinks that a promotional video is an effective e media to explain more about historical sites in Lumajang with giving the latest information to the domestic and foreign visitors. This promotional video will be produced in English and completed by Bahasa Indonesia as subtitle to make both domestic and foreign visitors understand the information given in this video easily.

## **1.2 Objective**

The objective of this final project is making a promotional video for domestic and foreign visitors.

## **1.3 Significances**

### **1.3.1 Writer**

This final project can apply the skill of English especially in writing skill and can practice computer skills when making this promotional media.

### **1.3.2 Tourism and Culture Department of Lumajang**

This promotional video can give more information and can be additional media to the Tourism and Culture Department of Lumajang.

### **1.3.3 Visitors**

This product can give more information about tourism object in Lumajang, especially about the Historical Sites.

#### 1.3.4 English Department Student

The student of Politeknik Negeri Jember especially in English Department can use this product as a reference who wants to make their final project.