

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is one of countries which the tourism sectors have been growing very rapidly. It happens because Indonesia has a lot of potential tourism objects such as mountains, lakes, beaches, and many others. Besides the tourism objects, Indonesia also has various cultures, ethnics, languages and so on. Thus, Indonesia gets a lot of attention from tourists, either local or foreign ones. The development of tourism sector can be seen from the large number of tourists that come to Indonesia to enjoy the tourism objects and tourism activities in Indonesia. Based on the statistic data of BPS (Badan Pusat Statistika) Indonesia (2018), the number of foreign tourist arrivals rose by 13.08% in 2018. In 2017, the number of foreign tourist arrivals were 6,66 millions while there were 7,53 millions in 2018. With a lot of tourists coming to Indonesia, it means that Indonesia needs adequate accommodation to support the tourism sectors such as providing transportations, travel agents, restaurants, and hotels for tourists who visit Indonesia. The main tourism sector here was related to the Indonesian hotel industry.

The hotel industry in Indonesia has grown so fast along with the development of Indonesian tourism sector. Nowadays, there are many hotels in Indonesia which have a lot of facilities that can fulfill the needs of tourists who stay in the hotel. This hotel industry has spread in all parts of Indonesia including in East Java. East Java is one of province in Indonesia which also has a lot of hotels either star hotels or non-star hotels. During 2017, the number of hotels in East Java reached 3.369 units, with 235 of star hotels and 3.134 of non-star hotels (Badan Pusat Statistika, 2018). It shows that the investment of hotel industry was quite conducive in every area in East Java, one of them is in Probolinggo.

Probolinggo is a regency in East Java which has many hotels that can support the tourism activities there. One of hotels in Probolinggo is *Kampoeng Kita* Hotel and Waterpark. This hotel was established in 2007 and it is located in Jl. Argopuro Raya, Condong, Gading, Probolinggo. This hotel is a hotel that offers a

rustic natural atmosphere that can make the guests feel comfortable during stay there. This hotel is also equipped with various amenities such as waterpark, restaurant, meeting room, and many others. The room rates of this hotel are around Rp. 219.000 – Rp. 549.000 per night. The hospitality services of this hotel are very satisfying so the guests can stay there comfortably.

Unfortunately, as one of hotels in Probolinggo, *Kampoeng Kita* Hotel and Waterpark has a few visitors. Based on the interview with General Manger of this hotel, the writer knew that there were two problems that faced by this hotel, those are geographical and promotional media problem. The location of this hotel is not in the middle of town so some people did not know about the hotel and this hotel also did not have an effective promotional media. This hotel only used brochure, website, instagram and facebook as promotional media. The General Manager though that promotional media that have been used by this hotel were not effective in promoting the hotel because it just show some pictures of the hotel and cannot displays the detail information about the hotel. Based on this condition, the writer has idea to make a company profile booklet or video as promotional media and the General Manager asked the writer to make a company profile video. The General Manager though that it would be more effective if *Kampoeng Kita* Hotel and Waterpark used a company profile video as a promotional media because the video can provide complete information about the hotel and convey the information effectively to the public. According to Munir (2012), Video is the most dynamic media and source that are effective in conveying information. This company profile video could attract the tourist because this product used English language with Indonesian subtitles. It helped the tourist to get detail information about *Kampoeng Kita* Hotel and Waterpark easily. This product could be uploaded on all types of social media such as Facebook, Instagram, YouTube and others to help *Kampoeng Kita* Hotel and Waterpark in doing promotion activities.

This company profile video is an effectively promotional media that could help *Kampoeng Kita* Hotel and Waterpark promote the hotel to the public. This

product could attract the visitors who will stay there. By using this company profile video, the tourists could get detail information about the hotel easily. Based on the description, the writer decided to make a company profile video of *Kampong Kita* Hotel and Waterpark as her final project and helped *Kampoeng Kita* Hotel and Waterpark promote the hotel and increase the number of visitors to stay there.

## **1.2 Objective**

The objective of this final project was to make a company profile video of *Kampoeng Kita* Hotel and Waterpark in Probolinggo that could be used to promote the hotel.

## **1.3 Significances**

This final project will bring some benefits to the following parties:

### **1.3.1 For the Writer**

This final project can help the writer in applying her English skills, especially in writing, translation and also computer skill when making the project.

### **1.3.2 For *Kampoeng Kita* Hotel and Waterpark**

This product can be used as a promotional media and help *Kampoeng Kita* Hotel and Waterpark promoting the hotel.

### **1.3.3 For the Visitors**

This product can help the visitors to get complete information about *Kampoeng Kita* Hotel and Waterpark easily.

### **1.3.4 For the Students of English Study Program**

This product can be used as a reference for students who want to conduct a similar project.