

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Bondowoso was one of regency in East Java, which had a lots of natural resources that very potential become the superiority of this city in the area of tourism. There were Ijen Crater, Kawah Wurung, Jabal Kirit, Jampit Plantation, Solor Megalithic Stone and many more that popular as tourism places that had already known not only for domestic tourist but also international tourist. Besides, there were also several tourism villages available that make the tourism and culture of this city being richer. Moreover, culinary product also took very important role to make Bondowoso became recommended destination to be visited. One of food product that was very popular is tape or fermented cassava. That is why Bondowoso was called the city of tape. Cassava in Bondowoso was become valuable commodity for home industry. Local people made cassava become many food variants. Bondowoso was also known as a republic of coffee. There were many coffee plantations which produce some coffee brand. The beauty of coffee plantation made the atmosphere of the environment fresh and comfortable that supports the people enjoy staying longer. Because it was far from the crowd, it attracted visitors to enjoy the coolness and calmness of this city. But not only the beauty of coffee plantation that can make people enjoy staying longer but also the potency of Bondowoso tourism and culinary product make the visitors came to Bondowoso not only domestic tourist but also international one.

The existence of good natural resources that owned by Bondowoso like explained above encourages Bondowoso's government to provide and complete more facilities for visitors. Based on the casual observation and general knowledge, the development of tourism resources certainly involve many aspects like transportation, entertainment, shopping center, tour and travel company restaurant and hotel. The government prioritizes to provide hotel because hotel usually

became major consideration for tourist when they wanted to visit a certain city. So in this case, Bondowoso had already realized their responsibility by providing many hotels for visitors, like Dreamland Hotel, Grand Padis hotel, Palm hotel, Anugrah hotel & restaurant, Arabica hotel, and Ijen View hotel & resort.

Ijen View Hotel was one of hotels in Bondowoso that also takes a part in supporting the government's program in giving services to tourist. Hotel that was established in 2005 is located in KIS. Mangunsarkoro 888 street, Tamansari village, Bondowoso district. It was one of the most popular hotels in Bondowoso. Because this hotel provides adequate facilities with a price is more affordable than others hotels in Bondowoso. It had 65 rooms with good facilities like swimming pool, spa, restaurant, parking area, free wi-fi, room service and front office desk. This hotel was visited by not only domestic visitors but also visitors from China, Poland, Belgium, Russia and Netherland to stay and take rest in Ijen View Hotel & Resort.

That important information based on interview with manager of Ijen View Hotel & Resort in July 2019. Unfortunately, the number of visitor was not reach the manager expectation. So far the number of room occupancy was only 60 percent whereas the target was 80%. One of the reasons why this condition was occurred because it had less promotional media to attract the tourist to stay. In fact this hotel should compete with other hotel available. Nowadays Ijen View Hotel & Resort concern to develop its hotel. They wanted to renew their previous promotional media that were website and brochure. The website and brochure only show several information, such as address and pictures of facilities of Ijen View Hotel & Resort. Those were thought to be less interesting as promotional media. The manager concludes that he needed addition promotional media to promote this hotel wider. Based on the instruction from the manager, he asked to help him in making company profile video. One of the reasons why the manager asked the writer to make company profile video because the manager hopes that this video can inserted in local television channel ( Bondowoso TV ) to be more easily accessed by not only local society but also foreign tourists who come to Ijen View Hotel & Resort.

The media that had made by the writer was a company profile video. According to Hamzah et al. (2017) Video profile was a description of information about the history of an individual or a company that had achieved a success of creations that had accepted among the general public. That information distributed the audio and visual. Moreover Andrianto (2018) in Muhammad, et al. (2018) said that delivering messages by the company profile with audio visual was a complete message because it consisted of messages that are audio (it can be heard) and visual (it can be seen). Based on the explanation before the reason why the writer chose to make a company profile video because this media was more interesting and can be accessed easily by people. This company profile had been in English version to attract international tourist that was in line with the expectation of the manager. The writer hoped this company profile video could help Ijen View Hotel & Resort to attract more tourists to stay.

## **1.2 Objective**

The objective of this Final Project was making a company profile video of Ijen View Hotel Resort & Resto used to promote the hotel.

## **1.3 Significances**

Based on the objective above, there were benefits of this project.

### **1.3.1 For the Writer of Final Project**

This product had been useful for the writer because she could apply her English skills especially in speaking and writing.

### **1.3.2 For Student of English Study Program**

The result of this final project could be become reference for students who did the similar final project.

### **1.3.3 For Ijen View Hotel Resort & Resto**

This product became additional promotion media for Ijen View Hotel Resort & Resto to get and attract guest to stay.

#### 1.3.4 For The Tourist

This product could help the tourist to get complete information about Ijen View Hotel and Resort and tourist could access the video in youtube and instagram.