

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country of a thousand islands. Based on Soemarmi et al. (2019), Indonesia is the largest archipelago in the world two-thirds of its territory is in the form of Indonesia, which is 6.32 million square kilometers and 17,504 islands. Natural wealth and extraordinary natural beauty make this country one of the most attractive tourist destinations in the world. With an increased number of visits, it requires qualified facilities and infrastructure. This is one of the reasons Indonesia has many accommodations as tourist facilities, including hotels, guest houses, motels, villas, and homestays.

Among the many accommodations owned by Indonesia, one of which is a homestay. According to Ramadhan (2013), a homestay is a tourist accommodation where guests rent space to stay at residents' homes or local properties. They can share space with homeowners and their families. Based on the period of use, the homestay can be occupied at any time with an unlimited time as desired. There are many homestays exist in Indonesia. One of them is Doho Homestay. This place is located on Doho Street No. 8, Kebonsari, Summersari, Jember, East Java. It has complete facilities such as a swimming pool, restaurant, hall, and room. The price that needs to be spent to stay here starts from IDR275,000,- to IDR550,000,-

Doho Homestay has many visitors, but the pandemic decreased the number of tourists visiting the place. Based on a statement from the management, the occupancy rate of the guests staying before the pandemic was relatively high. However, after covid 19 struck, there was a significant decline, from 70-80 people down to 40-20 people per week. Because of the lack of guests staying at this place, Doho Homestay must be promoted to the public. Doho Homestay has two social media accounts, Instagram and Facebook. From these two social media, the writer was observed the posts uploaded and found reasons why the average visitor who stays at Doho Homestay is local visitors; this is because the number of

followers on the two Doho Homestay social media accounts is few. The number of likes on each post is less than a hundred on the two social media accounts; this shows that the level of consumer interest in each post from Doho Homestay is relatively low. The average video post uploaded is a short video that lasts approximately 1 minute or contains the event held on Doho Homestay and a few re-uploads from other accounts. There are no uploads containing more detailed Doho Homestay, and these two promotional media rarely update about Doho. Visitors from other city usually know about Doho Homestay from someone who lives in Jember. The rest are residents who want to eliminate boredom by staying at Doho Homestay. From the statement above, it can be concluded that the two social media above as promotional media are not very helpful in increasing the number of visitors to Doho Homestay especially foreigner. Based on that, the writer offers to make a promotional video for Doho Homestay.

According to Rambing & Tulenan (2017), video is a single image chunk called frames. Results processing multiple images creates the illusion of moving images because the brain does not capture individual photos. The smoother appearance is simply the synchronization of audio with a series of images that display a video with a visual picture with sound. (Alamsyah et al., 2018) Video or audio-visual media is a media that has sound and image elements. This type of media has better capabilities because it includes sound and images. Based on the understanding of the video above, the writer's goal is to make a promotional video as a promotional medium for the Doho Homestay. The videos contain several pieces of information at once, and videos can display images, audio, and writing at one time so that it is more interesting to watch than just pictures. Another reason why the writer choose promotional video as her final project is the customer no need to come to Doho Homestay to see the facilities or any information about Doho Homestay because the video contains detailed information about the homestay.

Based on Marwinata et al. (2022), in 2016, the Ministry of Tourism (Kemenpar) of the Republic of Indonesia formed the Generation of Indonesian Enchantment (GenPI), which is a community of volunteer tourists who promote their known and unknown regional tourism such as destinations, culture, culinary,

accommodation information, and transportation information. GenPI was formed in every Indonesian province and, on average, has more than 20 thousand followers on the Instagram platform, and several districts have also been formed. It is believed that this can increase tourist visits. This is why the writer chose Pesona Jember as a medium for disseminating promotional videos. Pesona Jember itself is part of GenPI which can help increase the number of visitors at Doho Homestay.

After the final test was held and the writers revised the final project report and final project product, the promotional video was then uploaded to the official Youtube and Instagram accounts of Pesona Jember to maximize the promotion process. This video is made in a bilingual version. Indonesian for local tourists and English for foreign tourists. By making this promotional video, it is hoped that it can help Doho Homestay to increase the number of visitors.

1.2 Objective

This final project aims to make a promotional video of Doho Homestay to help the homestay increase the number of visitors.

1.3 Significances

1.3.1 The writer

In this final project, the writer improves writing skills to write scripts and synopsis and translating Indonesian to English skills.

1.3.2 Benefits of Doho Homestay

With the Making of this final project, Doho Homestay has a promotional video that contains detailed information about Doho Homestay to help introduce Doho Homestay to the public and increase the level of visits to this place.

1.3.3 Benefits for English Students

This Final Project could be used as a reference for English students in making a promotional video as a final product. This final project can be a reference for English students in creating content for their videos.