

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Bondowoso is a town located in the eastern part of East Java. As a region with a long history, Bondowoso has many art and cultural traditions. The cultural traditions have been preserved in various forms of expression, among them in the form of dances. In the village of Blimbing, Klabang District, there are dances which are based on legend, such as Singo Ulung, Topeng Konah, Ojung Tradition, etc. To accommodate their cultural preservation, Padepokan Seni Gema Buana was established. Padepokan Seni Gema Buana was established in 1992. It was established by the awareness of the society about the culture potential in Prajekan. The purpose is to develop the local arts in Bondowoso.

From the preliminary study, I got information about Padepokan Seni Gema Buana. First, I did an interview with its owner. I asked the owner about activities and media to promote Padepokan Seni Gema Buana. Based on the results of the interview, the owner said that Padepokan Seni Gema Buana was established in 1992 and since then, cultures have been managed in Padepokan Seni Gema Buana. Activities in Padepokan are those related to culture preservation in Bondowoso. I also found that Padepokan Seni Gema Buana had sufficient human resources as performers to perform Bondowoso art.

Related to the promotional media, the owner said that they had two kinds of media of promotion, a bilingual booklet and a promotional video. He mentioned that the booklet had complete information of their promotional activities. Meanwhile, the video only showed about Singo Ulung performance, not the detail information about Padepokan Seni Gema Buana. He said that he needed a promotional video because he had difficulties in making the video since he did not master the process of shooting, editing, and others. He also said that by using a promotional video, every people will know the detail information about Padepokan Seni Gema Buana. Padepokan Seni Gema Buana can also play the video every time they have cultural or tourism events.

Second, I did documentation. I checked the promotional media that Padepokan Seni Gema Buana used. It used a booklet and promotional video. However, the content the booklet just showed a picture and the location of Padepokan Seni Gema Buana and the video only showed Singo Ulung and traditional dances in ten minutes duration.

For that reason, I made a promotional video of Padepokan Seni Gema Buana. A video can give detail information, picture, and voice of Padepokan Seni Gema Buana completely. I used English and added Bahasa Indonesia subtitle because it helped the promotion of the *Padepokan* itself. By doing so, foreign and domestic tourists can understand the message given in the video. Thus, the video can also increase costumers' interest and visit Padepokan Seni Gema Buana.

## **1.2 Objectives**

The objective is to make a promotional video as a promotional medium for Padepokan Seni Gema Buana.

## **1.3 Significance**

Based on objective above, there are some significances of this project.

a. For the writer

This final project report and its product can be very useful for the writer to apply her skills in writing (by making a concept) and speaking (by acting in the video), including increasing her pronunciation fluently. Besides, it gives the writer more knowledge about cultural aspects.

b. For Padepokan Seni Gema Buana

This product can be a means of promotion for Padepokan Seni Gema Buana and provide information about Padepokan Seni Gema Buana.

c. For tourists

The product of this final project (a promotional video) will help tourists find and know more about cultures in Bondowoso and detail information about Padepokan Seni Gema Buana.

- d. For Departement of Tourism, Culture, Youth, and Sports of Bondowoso  
The product of this final project can be used to help Departement of Tourism, Culture, Youth, and Sports of Bondowoso provide complete information about cultures in Bondowoso for foreign and domestic tourist. Besides, this promotional video can be used as a medium of promotion to promote cultures in Bondowoso.
- e. For students of English Language Study Program in Politeknik Negeri Jember.  
The report and product of this final project can be used as references for students of English Department in Politeknik Negeri Jember who want to conduct similar final project, especially in making promotional video.