

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Nowdays many people did tourism activity. Based on the statistic data of BPS (Badan Pusat Statistika) Indonesia (2018) the number of foreign tourists visited Indonesia reached 13.24 million visits, up to 11.92 %. Compared with the number of foreign tourists who visited in 2017 which reached to 11.83 million visits. As the result, it found that many people like traveling. Usually, when people do traveling, they need accomodation. Especially for people who want to stay for few days.

According to Suwithi et. al (2008) accommodation is a place for someone to stay temporarily, it can be a hotel, losmen, guest house, cottage, cottage inn, campground, caravan, bag packer and so on. One example of accommodation is hotel. Hotel is the place for the tourist to stay after doing tour. According to Sulastiyono (2011) the hotel is a company managed by its owner by providing food, beverage and room service to people traveling and able to pay a reasonable amount according to the service received without a special agreement. In addition, hotel also have many types. According to Suwithi et. al. (2008) hotel divided into several types. Those are based on class, plan, size, location, area, the purpose of the visit, and length of stay. One example of hotel type based on location is Paiton Resort Hotel.

Paiton Resort Hotel is one of Hotel in Probolinggo. Paiton Resort Hotel located in Jl. Raya Surabaya Situbondo 140 Km. Paiton, Probolinggo. Paiton Resort Hotel divided into 2 resorts. Those are Paiton Resort Hotel 1 and Paiton Resort Hotel 2. When the writer did preliminary study in Paiton Resort Hotel with the general manager Anang Karyanto, S.E., it found that Paiton Resort Hotel has a problem in developing the hotel. The manager said, they difficult to increase the number of visitors. Eventhough Paiton Resort Hotel has strategic area and also completed by facilities, this resort hotel only have brochure, social media (facebook, instagram) and blog to promote the resorts. But, the brochure only show about the price of the room, type of rooms and facilities, and one picture of

the room in Paiton Resort Hotel. The social media (facebook, instagram) and blog, only showed about the picture and there was no detail information about Paiton Resort Hotel. Both of the social media (facebook, instagram) was not updated to share some event or information about Paiton Resort Hotel. As the result, the tourist got uncomplete information about Paiton Resort Hotel. Because of the problem, the writer offered to make a Company Profile Video of Paiton Resort Hotel that can show more information, and showed the real condition of Paiton Resort Hotel. One of the effective media is company profile video. According to Radhitiyo (2015), stated that company profile video is a form of multimedia company profile because it is a combination of moving images, photos, text, graphics and background sounds that are presented in an interesting way. Company profile video usually contains information about the company in short duration.

Based on the reason above, the writer decided to create a company profile video as a media that showed complete information about Paiton Resort Hotel. By making a company profile video it helped the domestic or foreign tourist got more information if they want to stay in Paiton Resort Hotel. The writer hopes the company profile video can make the hotel be known by the tourist especially who want to travel in Paiton, Probolinggo.

## **1.2 Objective**

The objective of final project is making a company profile video of Paiton Resort Hotel.

## **1.3 Significances**

This final project will give some benefits to the following parts:

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

The writer are able to apply her skill of writing skill and speaking skill when making this product.

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

This result of final project can be used as reference for student of English study program who will conduct the similar project.

**1.3.3 For Paiton Resort Hotel**

This product can be used as media in promoting Paiton Resort Hotel to the tourist.

**1.3.4 For The Tourist**

This product will help the tourist get complete information about Paiton Resort Hotel.