

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is one of activities for people who want to do travelling and staying in a place for vacation or some businesses. According to Sugiama (2011), tourism is a journey that people do for a while, which is done from one place to another place to enjoy the recreation activities. One of tourism destinations for recreation activities is in Probolinggo, East Java. Probolinggo is one place that has popular tourism destinations, such as: Mount Bromo, BJBR Mangrove and Duta Beach. Those places are often visited by foreign and domestic tourists. Furthermore, those tourists exactly need accommodation when they travel.

According to Prabudita and Baharta (2015), accommodation is a temporary place for visitors who are travelling around the world. Moreover, accommodation can be defined as a part of important things in traveling related to people who needed great services and facilities, such as: hotel, guest house and restaurant. According to Sukmana (2016), restaurant is a type of businesses that has some services that generally has limited number of seats and cooking. In fact, restaurant is also popular and beneficial for visitors who need facilities and services. Based on the statistic data from *Badan Pusat Statistik* (2016), in 2015 until 2016 Probolinggo still have 29 restaurants. Therefore, there are also kinds of Restaurant that has been favored by visitors. Some examples are Orin Hall and Resto, RM Tongas Asri Probolinggo and Handayani Restaurant.

Handayani Restaurant is located in Dusun Matikan, Sumberejo, Paiton, Probolinggo, East Java, Indonesia. Handayani Restaurant was established on February 2012 and becomes the only restaurant that has served Indonesian traditional cuisines and international cuisines for more than fifty years. Handayani Restaurant also has modern and traditional concept with bamboo interior design that creates more comfortable atmosphere. This restaurant provides fishing pool, football field, golf field and many others that make this place becomes famous for visitors.

In order to get factual information about Handayani Restaurant, the writer conducted a preliminary interview with the manager of Handayani Restaurant. Based on the interview, the manager told that Handayani Restaurant has two problems in promoting this restaurant. Firstly, this restaurant has limited access of transportation and low domestic and foreign visitors. The domestic tourists who came to this Restaurant were 2.275 and the rest of foreigner's were 375. Secondly, the manager in Handayani Restaurant only promoted this restaurant by website (www.wisatapaiton.net), instagram and facebook. Based on those two problems, the manager of Handayani Restaurant asked the writer to make another promotional medium. It can be concluded that Handayani Restaurant needed an effective and updated promotional medium which provided complete information about Handayani Restaurant. So, the manager asked the writer to make a company profile video of Handayani Restaurant.

According to Maimunah (2012) in Hanafri and Rohmawati (2014), company profile is an asset of an institution or company that can be used to increase an image of a company in establishing cooperation with relation companies, institutions and other relevant institutions. In fact, company profile is the way to introduce the companies by several media look like video. Video is a technology for capturing, recording, processing, transmitting and rearranging moving images for examples using films, electronic signals, or digital Medias (Heinich *et al.*, 2006 in Arsyad, 2006). Video also makes the learners proud of their creativities, ideas and capabilities. Moreover, the advantages of video can be used as a learning medium, attracting attention and showing movement.

Based on explanation above, the writer agreed to make a company profile video of Handayani Restaurant at Paiton, Probolinggo. The company profile video needed for Handayani Restaurant as an additional promotional medium. Hopefully, this company profile video could give detail information about company profile video of Handayani Restaurant.

1.2 objective

The objective of this final project is making a company profile video to promote Handayani Restaurant.

1.3 Significances

Based on the objective above, there are four significances of this final project.

a. The Writer

The writer is able to apply and improve her writing, pronunciation, translation and speaking skills by making a company profile video as the product and knows about the narration of the video.

b. Handayani Restaurant

Handayani Restaurant will have a company profile video as a medium of promotion that can be used to promote and develop Handayani Restaurant to be more famous especially for domestic and foreign tourist.

c. The visitors

The product of this final project can help visitors to get detailed information about the services, facilities and menus of Handayani Restaurant.

d. English Study Program Students of Politeknik Negeri Jember

The final project will be beneficial for the students in making a company profile video. It can also be used as a reference for students of English Study Program who will conduct similar object with different object especially in making a company profile video.