

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia has great potential tourism objects, it is proved by the increasing number of tourists from year to year. Based on statistical data of foreign tourists from Tourism Ministry, the number of tourists in 2017 to 2018 around 2,424,353 which makes Indonesia as one of the favorite destinations of tourists for vacation. According to WTO (World Tourism Organization), Tourism is a human activity that travels and lives in destinations outside its daily environment. One of the areas that are famous for its tourism potential is in East Java. There are many tourism in East Java, such as beaches, mountains, and waterfalls. Based on the interview, Currently the most visited tourism attraction is beach. One of the areas in East Java that has interesting coastal tourism potential to visit is Situbondo.

Situbondo is a city found in East Java, Indonesia. Located -7.71 latitude and 114.01 longitudes and located at an altitude of 36 meters above sea level. Situbondo has many beaches, especially in Baluran National Park, Banyuputih Sub district. They are Bama Beach, Balanan Beach, and Bilik Sejile Beach. They are about 38 km from the central of Situbondo.

The potential of the three beaches are mangrove forest and the beautiful coral. Based on Baluran National Park Service Visitor 2014 there are 1.221 foreign tourist visiting to Baluran National Park. By looking at the potency of the three beaches, based on the interview with Situbondo Tourism Department and Baluran National Park, it is necessary to have a promotional media to increase the interest of tourist to visit.

The writer did interviews to Situbondo Tourism Department and Baluran National Park, because the three beaches are managed by Baluran National Park, and the Situbondo Tourism Department helps Baluran National Park to promote the three beaches. Based on the result of the preliminary study on the Situbondo Tourism Department and Baluran National Park, east beach in Situbondo has a promotional video in indonesian version, but it does not give complete

information about the three beaches, because most of the content only talk about *Savana Bekol*, Evergreen Forest, Fauna, and Baluran Mountain.

For Bama beach it just mention the name and facility, and there is no information about the location. For Balanan beach it just mention about the beautiful scenery, and there is no information about Bilik Sejile beach. So, the staff of Situbondo Tourism Department and Baluran National Park allowed the writer to make a promotional video to promote the three beaches in eastern part of Situbondo. The writer made the promotional video which contain short description about Situbondo, the view of beach, condition, facility, tourist attraction, and at the end of video, the writer invited visitor to visit the three beaches.

According to Shimp in Chezadwirania (2007), promotional video is one of the information media that become a key for share information to the customer. The reason why the writer decided to make a promotional video because according to Setiadi (2010) a promotional video is one of the most effective promotional media, since it can deliver information clearly than the others media.

Based on the description above and the decision of the Situbondo Tourism Department and Baluran National Park after the writer conducted the interview, the writer made a promotional video in billingual version (English and Indonesia) to promote three beaches in the eastern part of Situbondo as a final project, because this promotional video can be used to attract domestic and foreign tourists to visit Situbondo.

1.2 Objective

The objective of this final project is to promote the three beaches in Situbondo (Bama beach, Balanan beach, and Bilik Sejile beach) by making a promotional video in billingual version (English and Indonesia).

1.3 Significances

The writer hope that this final project will be usefull for :

1.3.1 Situbondo Tourism Department and Baluran National Park

The promotional video of this final project helps Situbondo Tourism Department and Baluran National Park to promote potential tourism destination in eastern part of Situbondo (Bama beach, Balanan beach, and Bilik Sejile beach).

1.3.2 The Viewers

This promotional video gives more information to the tourists (local and foreigntourist) about Bama beach, Balanan beach, and Bilik Sejile beach so they will be interested to visit the beach.

1.3.3 The Writer

By developing this final project, the writer hopes that the writer can apply and improve her english skills especially in writing and speaking, as well as language components.