

CHAPTER 1. INTRODUCTION

1.1 Background

Trenggalek is one of the cities in East Java that have various tourism destination. According to Rahayu et al. (2019), Trenggalek has various tourism destinations including natural tourism and educational tourism. Natural tourism is a tourism place that utilizes natural resources, such as species, habitats, landscapes, and waters (Musadad et al., 2020). Natural tourism in Trenggalek includes Prigi Beach, Karanggrongso Beach, Banyu Nget Waterfall, Banyon Hill, and others. Meanwhile, educational tourism is a combination between tourism with education and tourist can get information, knowledge, and insight at that location (Putri et al., 2018). Educational tourism in Trenggalek includes PHD Nusantara, Toga Lestari Village, Agropark, and others.

One of the most popular tourism in Trenggalek is PHD (*Peternakan Hijau Daun*) Nusantara. It is a new tourist attraction in Trenggalek with nuances of Javanese and Balinese culture. This tourism is located in Malasan Village, Durenan District, Trenggalek Regency. The location is quite strategic to visit because it is close to residential areas.

The writer conducted a preliminary study by interviewing the owner of PHD Nusantara. He mentioned that PHD Nusantara was established on February 28th, 2022 by Tatang Priyo Kuncoro. Initially, PHD Nusantara was a farm for goats and sheep. However, he always looked for new ideas until decided to change the farm become educational tourism in early 2022. The nuances used were Javanese and Balinese cultural. He also provided several facilities for visitors to enjoy the tourism, such as playgrounds, gazebos, a swimming pool, a parking area, a cafe and restaurant.

Based on the result of the interview, the writer also obtained information related to the uniqueness of PHD Nusantara. The uniqueness laid in a combination of Javanese and Balinese nuances. At the entrance, visitors were greeted by a statue of Ganesha that stood in front of a miniature *joglo* (a Javanese traditional

house). While on the left side, a place for *pendopo* (a Javanese building without any partitions or walls) that contained several chairs and tables. In addition, the wood used for the *pendopo* building was carved by Javanese craftsmen. Then in the corner of the *pendopo*, a place for *canang* (a Hindu religious paraphernalia) was placed. Then in the middle area, a statue of Dewi Saraswati and a miniature of *pura* (a Hindu religion place of worship) were completed with *tedung* (a Balinese umbrella) on each side. These ornaments were made by Balinese craftsmen.

In addition, the writer got more information about several promotional media used by PHD Nusantara. The owner said that the promotional media used were in the form of brochures and social media, such as Instagram (@phd_edufarm) and WhatsApp (081336652369). The brochure contained several packages of pre-wedding, meeting, and gathering with their old price that started from Rp250.000,00 to Rp475.000,00. Unfortunately, it did not provide any information about facilities in PHD Nusantara. In addition, the Instagram account of PHD Nusantara contained several activities and facilities in the form of photos and short videos. Unfortunately, the photos and videos only showed few spots without any detail explanation. Meanwhile, the WhatsApp account of PHD Nusantara was used as a communication media. However, the staff rarely uploaded photos and videos on their WhatsApp status.

Based on the situation above, the owner asked the writer to make a promotional video about PHD Nusantara tourism. He expected the video to show the detail of facilities and activities of PHD Nusantara. The video was to be uploaded on the Instagram account of PHD Nusantara and its new Youtube account. It used English with Bahasa Indonesia subtitle. Most visitors who visited PHD Nusantara were domestic and only few were from abroad. The owner wanted to increase the number of local visitors and to expand the market for foreign visitors. Therefore, a bilingual version of promotional video was needed to help domestic and foreign visitors know about PHD Nusantara.

Based on this condition, the writer has chosen video as a promotional media of PHD Nusantara. As stated by Harianto & Ibrahim (2021), promotional videos

contain visuals using music, text, and sound effects that are more able to persuade viewers. The video is made for viewers interested in visualization that focuses on the appearance of existing objects and the information can be conveyed properly (Ramadhany et al., 2021).

1.2 Objective

The objective of this final project was to make a video as a promotional media of PHD Nusantara in English with Bahasa Indonesia subtitle.

1.3 Significances

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

1.3.1 The Writer

This project can help the writer to apply her writing skill when writing the script and English pronunciation ability when doing the video voice over. This project can also upgrade her skill in editing video application that she got from content creation and media development class.

1.3.2 The Owner of PHD Nusantara

The promotional video can help the owner to introduce and promote PHD Nusantara tourism.

1.3.3 The Viewers

The promotional video can help viewers to get information that they need about PHD Nusantara.

1.3.4 the Students of English Study Program

The final project can be used as a reference for students who are going to conduct a final project in the form of promotional video.