

## CHAPTER 1. INTRODUCTION

In this chapter, the writer explained the background of making a promotional video of InnBox Capsule Hotel Jember. There was also the objective of making this final project and the significance beneficial for related parties.

### 1.1 Background

Indonesia is a country that positions various tourism objects as attractive destinations for tourists because Indonesia has a rich landscape, ecosystem, and diverse culture (Ollivaud & Haxton, 2019). According to data obtained by Badan Pusat Statistik (2022), an increase in foreign tourists in Indonesia reached 215.16 percent compared to the same period in 2021. It is because of the interest of local and foreign tourists to return to traveling after Covid-19 started to decrease.

The increasing tourist visits make Indonesia has a variety of accommodations as the main facilities to stay. The hotel is one of the primary keys of the tourism business. According to data obtained by Badan Pusat Statistik (2022), a hotel is a business that uses a part of the building or an entire building provided for everyone to stay, eat, obtain services, and other facilities with payment. That is why a hotel requires a large area because it consists of various rooms and facilities in it. However, along with the development of technology and science, a new idea for a hotel was created namely a capsule hotel.

In the beginning, a capsule hotel was first opened in the district of Umeda, Osaka, Japan, in 1979 under the name Capsule Inn, and it was inspired by the famous architect Kisho Kurokawa who introduced the design of capsules for buildings (Nagao R *et al.*, 2019). The development of capsule hotels is rapidly expanding to other countries such as Singapore, South Korea, China, Philippines, Australia, and even Indonesia. Since 2017, several cities, including Jakarta, Bandung, Yogyakarta, Semarang, Surabaya, Bali, and Makassar, have also begun to appear (Fajriati, 2020).

Capsule hotels also began to enter Jember Regency, namely, InnBox Capsule Hotel located at *Jalan Kalimantan, gang 4 No.8, Sumpalsari*. The hotel is the first Capsule Hotel concept in Jember and a favorite lodging accommodation because of its strategic location in the city center. There were visitors from locals and foreigners, as we can see on the Instagram post of @innboxcapsulehotel, who stayed in this hotel to attend several events or travel around.

However, the Covid-19 pandemic had significantly impacted the hotel industry in Indonesia, and many hotels were forced to close until they went bankrupt. With this situation, the management of InnBox Capsule Hotel Jember postponed the branch construction plan in several cities, such as Surabaya, Malang, and Banyuwangi, to stabilize the turnover of money in the management of InnBox Capsule Hotel Jember. As time went by, Mr. Sandiaga Uno, the Indonesia Minister of Tourism and Creative Economy, said that the adoption of technology, digital marketing, and promoting Indonesian tourism is the only way, as cited by Yusuf on Kementerian Komunikasi dan Informatika (2022). So, this is one of the factors that the writer must do a promotion in the form of a video for InnBox Capsule Hotel Jember on their social media, such as Youtube and Instagram, which is less developed by its management.

The writer conducted a preliminary study and got some information related to the product. InnBox Capsule Hotel Jember's management were interested in making a promotional video. They asked the writer to make it happen because they still needed an official promotional video on their social media, such as Instagram and YouTube, to reach broader viewers and get new visitors. They expected creative media promotion ideas would create a new image for this hotel in the future. Based on this situation, the writer made a promotional video of InnBox Capsule Hotel Jember. The function of a promotional video is to show the quality of a brand's product to build consumer interest and trust in the product (Rangaswamy *et al.*, 2020). The benefits of promotional videos are widely used anywhere and anytime by modern society with easy internet access. Hopefully, making a promotional video will bring out its existence, attraction and increase the number of visitors.

## **1.2 Objective**

This final project's objective is "Making a Video as a Promotional Medium of InnBox Capsule Hotel Jember" to restore the existence and increase the number of visitors after the pandemic. Also, it will create a new image of InnBox Capsule Hotel Jember in the future post-pandemic situation.

## **1.3 Significances**

Based on the objective above, the significance of this final project is expected to be beneficial for the following party:

### **1.3.1 For the writer**

The writer could apply his writing skills to make scripts, his speaking skills to do the voiceover on the video, camera application skills to record video, computer skills to edit video scenes, subtitling, and translating Indonesian to make English script.

### **1.3.2 For InnBox Capsule Hotel Jember**

The promotional video can be used as their content, which helps to promote and introduce the only capsule hotel in Jember and hopes that it will also be engaged worldwide to increase the number of visitors. Also, it can create a new image of the hotel after the pandemic, giving the hotel and visitors more value with the official promotional video.

### **1.3.3 For the viewers**

The result of this product can help the viewers to get complete information about the hotel facilities, prices, services, and location. Besides, it will also serve the viewers working on the same project of making a video as a promotional medium.

### **1.3.4 For students of the English Study Program**

This report and product can be a reference for students conducting a similar promotional video as a final product, especially for English students in Politeknik Negeri Jember.