

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia experienced a decline in the tourism industry during COVID-19. The number of foreign tourists entering Indonesia has decreased drastically. The impact of the COVID-19 pandemic on the Indonesian tourism sector can also be seen in the reduction in working hours. Around 12.91 million people in the tourism sector experienced reduced working hours, and 939 thousand people in the tourism sector lost their jobs temporarily. Many tourist attractions have been hit hard due to the COVID-19 pandemic, and some have even been forced to close because there are no visitors. Based on Kementerian Pariwisata dan Ekonomi Kreatif (Kemenparekraf) in 2022, the number of foreign tourist visits to Indonesia through the main entrance in August 2022 will reach 510.25 thousand visits, a significant increase of 28,727.46 percent. Compared to the previous month, the number of foreign tourist visits in August 2022 also increased by 6.98 percent. Meanwhile, in the Asia Pacific region, Indonesia's tourism sector managed to rank eighth in ASEAN this position had succeeded in outperforming the achievements of neighboring countries, including Thailand and Malaysia. The increase in this rating then also affected the image of Indonesian tourism in the eyes of the world. This can spur economic revival, tourism revival, opening up better business opportunities and job opportunities. Tourism in Indonesia is so diverse that it is known as a thousand islands with its natural beauty. Indonesia has tours that are of interest to local and foreign tourists, one of which is agritourism.

The term agritourism denotes the relationship between tourism and agriculture. Agritourism is currently considered an important type of tourism in economically less developed countries, providing new opportunities for rural regeneration. As a response to various assessments of the negative ecological, social, and economic impacts posed by the productivist model in rural areas, the development of agritourism is increasingly attracting interest. As a developing country and an agricultural country, Indonesia sees rural development as an opportunity to fight poverty and ensure sustainable agriculture. Meanwhile, the idea of Sustainable

Agriculture as an agricultural production practice includes the alignment of high economic productivity, socially prioritized living conditions, and environmental aspects of preserving the natural environment. Agritourism plays an important role in poverty alleviation, environmental impact reduction, and economic development through community participation. In this situation, the local government and the community have a very important role. Therefore, this notion of tourism is interrelated and requires constructive collaboration among communities. Data from the Central Statistics Agency show that there are 1,734 tourist villages in all regions, and most of them are in the hands of the Java-Bali authorities, the private sector, and the local community. Accurate statistics on agritourism, including the number of agritourism units and farm visitors, are difficult to find. The same holds for the overall size of the industry in different rural areas. However, it is estimated that agricultural income derived from tourism is much higher than agricultural income. But it is agriculture that shapes the natural landscape, and the environment, which together are core elements in rural social construction, and is therefore necessary to attract tourists.

Jember is one of the cities in East Java, Indonesia which covers a 3.293,34 km² area. It is located 204.1 km from Surabaya which is the capital city of East Java province. Jember is also located in the east region of East Java Province, specifically between Argopuro Mountains and the Indian Ocean. With this strategic location, Jember has much potential for agritourism which can be developed as a place to enjoy agritourism. Many prospective agricultures in Jember are also used as agritourism because of their tourism potential. One of them is Agrowisata Persemaian Permanen Garahan (PPG Sidomulyo).

Agrowisata Persemaian Permanen Garahan (PPG Sidomulyo), which is located in Sidomulyo Village, Silo District, Jember City, then PPG Sidomulyo was officially opened on December 3, 2020. It is one of the tourist attractions in Jember. The concept of nature that is characteristic of PPG Sidomulyo is a tourist attraction that attracts local tourists. PPG Sidomulyo, which has the potential to become a well-known tourist destination, must continue to get adequate promotion. This tour has many facilities including ATV's, bicycles, tourist trains, and cliff rivers and a

pine cafe. PPG Sidomulyo has accommodation areas such as villas and homestays. But PPG Sidomulyo experienced a decline in visitors in 2020-2021 after Covid 19, now PPG Sidomulyo is growing again and trying to increase tourist attraction for visitors, thus the results of the writer's interview with the manager. The official PPG Sidomulyo account on social media only has Instagram (@ppg.pinepinus) and Facebook (Wisata Pinus Sidomulyo). Based on the writer's interview with Sidomulyo PPG Manager, they need more promotions. The Manager mentioned that social media was not going well, so the Manager suggested that the writer make a promotion video. With a promotion video, the writer will upload it to YouTube to promote the video to tourists. The video will be in two languages: voice over in Indonesian and subtitles in English. This video further displays the facilities owned by PPG Sidomulyo and invites tourists to visit this place. Promotion videos will be easier to find by displaying accurate information regarding PPG Sidomulyo.

1.2 Objective

The objective of this final project is to make a promotion video of Persemaian Permanen Garahan Sidomulyo Jember in two languages. The writer will use voice-over in Indonesian and use English in the subtitling of the video. The result of the video will be uploaded to the YouTube account of PPG Sidomulyo, the duration of video will be nine minutes knowing that there is a submission from gusning and call action from visitors. The video with the title of “Fabulous PPG Sidomulyo Jember” use several tourism hashtags that will attract tourists to watch the videos.

1.3 Significances

Based on the objective above, the significances of the report and the product of this final project are helpful for some parties:

1.3.1 For Agritourism PPG Sidomulyo Jember

The product can promote well and record directly the entire contents of the tour to attract tourists to come. The benefits for both tour owners and tourists with promotion videos

1.3.2 For Tourist

The tourist gets information about the actual condition of Persemaian Permanen Garahan Sidomulyo Jember by going through a promotion video that has been made. So the videos that are already available can be an attraction for new tourists to come to visit these tours. Promotion videos will quickly become known to tourists, because they are easy to access, such as social media Instagram, and YouTube.

1.3.3 For The Writer

This final project can hone the writer's skills both in writing, and speaking as well as the opportunity to make videos. The writer can hone her skills to be even better in doing this final project, the writer sharpens the ability to write a scientific paper as a final project proposal. The writer can apply the knowledge she has acquired in many subjects during the three years she spent studying in the English Program of Language, Communication, and Tourism Department such as by writing and speaking.

1.3.4 For Students of the English Study Program

This report, final project can be used as a reference to make a promotion video for English Studies Program students who will work on a similar final project. With that, students will know the procedures in the process of creating products.