

CHAPTER 1. INTRODUCTION

This chapter discusses the background of conducting this Final Project, the objective as well as the significance of this final project for some parties.

1.1 Background

Indonesia has diverse natural assets whose tourism potency still needs to be explored. Tourism is unique in that it touches many sectors of the economy, including hotels, restaurants, agri-food, and transportation. Marpaung (2002) states that tourism is a human temporary movement to get out from routine jobs or residences. Activities carried out during their stay at the destination and facilities made to meet their needs. One of the areas in East Java that are currently starting to develop business in the tourism sector is Situbondo.

Situbondo is a city that directly adjacent to the Madura Strait to the north, the Bali Strait to the east, the Probolinggo Regency to the west, and the Bondowoso Regency to the south. The city, with an area of 1,638.50 km, located in the middle of the Java-Bali land route, making the regional economy more potent to develop. Besides, the existence of the Panarukan port as a result of the construction of the Anyer - Panarukan highway by Daendels in the Dutch colonial era made Situbondo the center of traffic on the island of Java (Situbondo Tourism, 2017). Its strategic location in the middle of the Java-Bali land transportation route makes its economic activities seem active. With all those possible things that Situbondo has, the business in tourism sector increases. Some tour and travel agencies rises up a business on providing tours packages. One of the tour travel agencies is Kusuma Indah Tour and Travel.

In order to get overview about Kusuma Indah Tour and travel, the

writer conducted a preliminary study to Kusuma Indah Tour and Travel. The writer got information that Kusuma Indah is one of the Tour & Travel that provides services in selling tour packages. It locates at at Jl. Cempaka, Patokan, Situbondo.

It was established in 2014 and still exist until now. Thus, Kusuma Indah Tour and Travel has at least five years of experience in the tourism world. This office provides various kinds of tours The customers of Kusuma Indah Tour and Travel are family, students, employees and also group of people. In fact, Kusuma Indah Tour and Travel once received a foreign customer from Australia. Despite having great potential in the tourism sector, Kusuma Indah Tour and Travel is still experiencing difficulties to grow its business. This is because of the existing promotional media need to be improved.

The existing promotional media at Kusuma Indah tour and travel is booklet. Booklet makes it easier for consumers to find packages and tours provided by Kusuma Indah Tour and Travel. However, it takes more than promotion using booklet media to expand Kusuma Indah Tour and Travel. Then, the owner of Kusuma Indah Tour and Travel needs media that is more attractive to customers. In this case, the owner asked the writer to make media promotion in the form of video. This is because people are more interested in watching than reading. So, the use of promotional video must be interesting for consumers that make them interested to use Kusuma Indah Travel services.

Based on the background described above, the promotion video is significant and has a strategic value in exploring and supporting the development of the Kusuma Indah Tour and Travel. The owner needs a promotional video to add to the existing promotional media and open opportunities for Kusuma Indah Tour and Travel to be better known. The video is in bilingual; Indonesia and English. Today, the customers are domestic customers. However, Kusuma Indah Tour and Travel has a vision to become an international Tour and Travel. Kusuma Indah Tour and Travel

wants to increase the number of foreign customers who use their service. The purpose of the Promotional Video is an audio-visual media that Kusuma Tour and Travel can use to introduce the provided services or tour packages that they have.

The promotional video made is uploaded to social media to reach more benefit. In this 5.0 era, the use of social media has an excellent opportunity to be used in promoting their services or tour packages. Therefore, the use of social media as a promotional medium must be optimized, one of which is through the use of social media, which is currently a necessity for everyone, makes the scope of this video more expansive and accessible to anyone. This promotional video contains information from Kusuma Indah Travel and Tour to attract visitors to use their services. This video is also a branding of Kusuma Indah Travel and Tour and a mean of communication with consumers, making it possible to expand the market share and also the targeted customer not only domestic but also foreign customers.

1.2 Objectives

This final project aims to make a video promoting Kusuma Indah Tour and Travel. This video was made in bilingual; Indonesian language and English to facilitate everyone who need information about Kusuma Tour and Travel. The video is also to provide real and factual information in order to promote the tour packaged of the Kusuma Indah Tour and Travel.

1.3 Significances

Regarding the purpose of this final project, the writer hopes that it provides benefit to the following parties:

1.3.1. The Writer

The writer applies the skills and knowledge by doing this final project. It also improves writing, reading, and speaking acquired in the English Study Program. Reading and Pronunciation skill needed when voicing videos. Translation knowledge was required when translating content from Indonesian to English. As well as computer skills that needed during collecting data, designing, and producing products of the Final Project.

1.3.2. Kusuma Indah Tour and Travel.

Kusuma Indah Tour and Travel can use this final project to promote the tour packaged with an attractive and accessible promotional video as the product of the final project.

1.3.3. The Domestic and Foreign Customer

Domestic and Foreign customers find it easier to understand and access information about Kusuma Indah Tour and Travel clearly and efficiently through watching the promotional video of Kusuma tour and Travel as the product of final project.

1.3.4. The Student of English Study Program Politeknik Negeri Jember

The Student of the English Study Program, Politeknik Negeri Jember uses this final project to be a reference to whom who are interested to carry out a similar project in a different location.