

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is a large country with abundant natural resources and environmental potential, so that it can be utilised optimally. With this potential, Indonesia has the competitiveness to develop its tourism sector. The development of tourism in Indonesia continues to increase (Lasabuda, 2013). Infrastructure development supports it. One of these infrastructures is the construction of the Trans Java Toll Road. It provides connectivity among Java's regions and promotes the development of the tourism sector, making it better known to the general public (Pramono et al., 2021). Many intriguing items can draw domestic and foreign tourists, such as experiencing other cultures and education (Darsana & Susanti, 2022). East Java has many unique cultural differences. The Province of East Java is also quite famous. East Java has many diverse destinations, including natural attractions ranging from mountains, beaches, caves, and waterfalls. The diversity of these tourist attractions is also the main reason that encourages tourist visits to a tourist attraction in an area (Indrawati et al., 2022). However, along with the times, tourism is also an effective medium of cultural and education for the younger generation (Cros & Mckercher, 2020).

Agriculture and natural scenery are two areas that can be used as tourist attractions because agriculture and natural scenery are two elements that can be a unique attraction for tourists. In line with this, Jember began to exploit its potential and revive its tourism sector. With natural conditions and conducive environmental support, the agro-tourism sector in Jember has excellent potential (Dayan & Sari, 2022). With this potential, Jember can also be known as the best Robusta coffee producer (Brilliantina et al., 2022). With the natural resources that Jember has to offer and its unique culture, this city was inspired to establish an educational and cultural tourism destination.

With the natural resources that Jember has the city was inspired to build an educational and cultural tourism destination. Several tourist destinations in Jember have been opened, and this is an opportunity for several regions to rise and develop

the potential of their regions by utilising their culture, traditions, and education. As explained by the manager of Kemiri Tourism Village, Kemiri Tourism Village is one of the tourist destinations in Jember that has been established since 2020 and has various interesting educational tourist destinations.

Kemiri Village Tourism is located in *Kecamatan Panti, Kabupaten Jember*. Kemiri Village's pleasant atmosphere make it a popular tourist destination in East Java. Kemiri Village Tourism offers many interesting activities, such as mushroom and coffee education tours, and agricultural and culinary tours. Furthermore, tourists can also do agricultural tourism, namely a day as a farmer. These farmers' activities also support Kemiri Village Tourism development (Sunarsiyani et al., 2022). In addition, according to the manager of Kemiri Tourism Village, various activities can be done. The first is cycling, where tourists are provided with bicycles to go around enjoying the village atmosphere. The second is walking around facilitated by a tour guide.

The writer conducted preliminary studies twice by interviewing the manager of Kemiri Village Tourism, the manager said that the development of tourist visits to Kemiri Village Tourism was increasing. However, most tourists still do not know about the educational tours Kemiri Village Tourism provides. The manager promotes Kemiri Tourism Village by distributing pamphlets to schools. So far, Kemiri Village Tourism only relies on Instagram media, namely @wisatakemiri, to share videos and photos about Kemiri Village Tourism which now has quite a lot of followers but has yet to provide detailed information about Kemiri Village Tourism. The manager needs video as media promotion for this problem to attract tourist customers. Therefore, the manager suggested the writer help create a more detailed and interesting promotional video for Kemiri Village Tourism in which various aspects was be offered, especially regarding education. The writer also prepared some interesting scenes to convey the essence. This video could made in English with Indonesian subtitles because the management wants to significantly introduce the advantages of this tour to local consumers and foreign tourists by uploading the video on several platforms owned by Kemiri village.

## **1.2 Objective**

The purpose of this final project is to make a video as a promotional medium for Kemiri Village Tourism in English version with Indonesia subtitle.

## **1.3 Significances**

Based on the objective above, the final project's report and product will be useful to the following parties:

### **1.3.1 For the Writer**

In this final project, the writer is expected to be able to improve writer writing skills and understand how to cite good and correct sources, especially in writing a proposal. In addition, the writer can apply the ability to subtitle and dub in English on the video and apply all forms of editing well to make interesting videos.

### **1.3.2 For the Tourist**

This final project aims at attracting foreign tourists to the tourist spot by showcasing its facilities and entertainment offered in a promotional video.

### **1.3.3 For the Manager of Kemiri Village Tourism**

A promotional video can effectively promote a tourist spot and attract a more diverse range of tourists. By showcasing the unique features and attractions of the location, the video can create interest and excitement, encouraging tourists from both native/local people and international tourists to visit. The goal is to use the video to effectively market the location, making it appealing to a broader audience and increasing its overall popularity.

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

By making this promotional video, it is hoped that it can be a reference for students in the English study program who will do their final project, especially in the field of promotional videos.