

## SUMMARY

**Making a Video Promotional of Educational Tourism Object in Meru Betiri National Park,** Putri Wahyu Panca Wardani, F31151685, 2020, 41 Pages, English Study Program, Politeknik Negeri Jember, Yuslaili Ningsih, S.Pd, M.Pd. (Supervisor)

Indonesia is an archipelago country which has various ethnics; Javanese, Madurese, Minangkabau, languages; Sundanese, Buginese, Nias, cultures such as sculpture in Borobudur, craft like *kain tenun*, the natural resources, and community empowerment. It makes Indonesia has great potential to be developed in so many sector especially in community empowerment sector. One of provinces which have great potential in tourism to be empowerment sector is East Java. East Java had a national park to protect flora and fauna, tourism destination, and community empowerment to increase the economy factor around that place.

Meru Betiri National Park is located in the administrative region of Jember and Banyuwangi. Meru Betiri National Park is one of tourism destination that provides the beauty of nature. This place is famous by its beauty and its various flora and fauna. There are many scarce flora in Meru Betiri National Park such as *Rafflesia*, *Api-api*, *Zollingeriona*, *Rengas*, *Balanphora Fungosa*, and Mangrove. Besides, there are many protected fauna like Turtle, Black Beetle, Long-tailed Monkeys, Deer, and Bull. Meru Betiri National Park divided into six zone include rehabilitation zone, special zone, jungle zone, core zone, traditional zone, and utilization zone. Besides that, so many people still do not know when Meru Betiri National Park had rehabilitation zone in *Desa Andongreio* that can increase economy and tourism factor there. Unfortunately, there are a lot of foreign and domestic tourists who does not know about this place. It is important to introduce and promote that place, because the travellers not only came to that place for travelling and also they can educate themselves about plants and medical plants. It is because of the lack of promotional media available

The product of this project is a video promotional of educational tourism object in meru betiri national park in English version and completed with bahasa

Indonesia subtitle. The video will show the complete information about the Meru Betiri National Park

After finishing the product, the writer did consultation with her supervisor to get comments and suggestion to make her product better. Then the writer revised her product based on supervisor corrections. After revising the product and supervisor did not give any other comments, the writer burnt the video in CD-ROM with the title “Educational Tourism in Meru Betiri National Park” and gave it to the Meru Betiri National Park.