

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is an archipelago country which has various ethnics; Javanese, Madurese, Minangkabau, languages; Sundanese, Buginese, Nias, cultures such as sculpture in Borobudur, craft like *kaintenun*, 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*, *Zollingerionia*, *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 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 but also they can educate themselves about plants and herbal plants.

King Betiri group is one of the Meru Betiri National Park assisted group in the context of community empowerment in cultivate herbal plants in rehabilitation zone and development of herbal drink product. King Betiri was formed in 2017 by Meru Betiri National Park to increase economy of people there. This group located in *Desa Andongrejo*, one of six supporting villages Meru Betiri National

Park besides *Desa* Curahnongko, *Desa* Curahtakir, *Desa* Sanenrejo, *Desa* Wonosari, *Desa* Mulyorejo.

Based on the writer's preliminary interview with the staff of Meru Betiri National Park, less of promotional media to give the explanation more specific about what is exactly community empowerment, that was the reason for the writer decided to make a promotional video to educate the travellers about herbal plants in Meru Betiri National Park. This promotional video would gave more explanation about the herbal plants, function, how to make this plant become herbal drink aloe vera and ginger to become King Betiri Herbal Drink Product. The writer got information that Meru Betiri National Park only has website as its promotional media. The website provides information about profil, history, vision and mission, and organizational stucture of Meru Betiri National Park, the latest information about Meru Betiri National Park, potential of Meru Betiri National Park such as Flora and Fauna, photo gallery, and contact information. However, it is not enough to promote this tourism object to the tourist, especially foreign tourist. It is because the website provides information in *bahasa Indonesia* only. Therefore, the writer has planned to make promotional video in English version which is completed by subtitle in *bahasa Indonesia*.

The writer got information of Meru Betiri National Park, it is necessity to make promotional video to introduce and promote about King Betiri Group especially about its educational tourism. The writer video would contain medicinal plants for processing King Betiri herbal drink products from the preparation of materials to packaging. Additionally, the writer also supported to attract the visitor to visit this educational tourism object through promotional video of King Betiri Group. It is because the video is kind of effective media that provides information in the form of audio and visual media which can promote King Betri Group effectively. It is supported by Nastiti and Ramadhani (2013) who defines promotional video is considered as an effective media because it can show not only visual to see but also visualization of picture, voice (audio), movement and also experience visualization.

1.2 Objective

The objective of this final project was making a video promotional of educational tourism object in Meru Betiri National Park.

1.3 Significances

Based on the objective above, the significances of this final project were:

1.3.1 For the Writer

The writer can increase her skill in speaking, writing skill and translation in making this video

1.3.2 For the Tourist

By watching the video product of this final project, tourist or visitors can get more information about Meru Betiri National Park Jember as Nature Reserve Tourism and educational tourism object, and get information about the herbal plant and how to make the plant become herbal drink especially aloe vera and ginger to become herbal drink products.

1.3.3 For Meru Betiri National Park

This product can be used as promotional media for Meru Betiri National Park Jember to attract more tourist to come and learn about flora and fauna. Not only for domestic tourist but also for foreign tourist.

1.3.4 For Student of English Study Program

The report and product of this final project can be used as references for students of English Study Program Politeknik Negeri Jember who want to conduct similar final projects, especially in making a promotional video.