

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is a set of activities that includes travel experiences, such as transportation, accommodation, food, entertainment and other services available to individuals or groups who undertake them. According to Singh (2011), tourism has various activities such as travel and visits to places different from where one lives for recreational, business or educational purposes. Traveling and lodging outside of one's normal surroundings for up to a year in a row for personal, professional, or other acknowledged reasons is known as tourism. Anybody who spends less than a year traveling to a primary location outside of their normal surroundings for any primary reason to vacation, pleasure, business, health, education, or improving one's knowledge and enjoyment is considered a visitor. This scope is much broader than the traditional perception of tourists, which only includes those who travel for leisure (UNWTO statistical guidelines, 2010).

Tourism is divided into cultural tourism and adventure tourism. Cultural tourism means a number of people are interested in how other people or communities can survive, survive and prosper. Adventure tourism is becoming a trend among young people to undertake adventure tourism. They go for trekking, rock climbing, white water rafting and diving. They light bonfires and live under the blue sky. while historical tourism is a place where people are interested in finding out how our ancestors lived and managed a certain area. They visited historical heritage sites, temples, churches, museums and forts. Health tourism involves visits to health centers and hospitals that provide specialized care.

The tourist industry plays a vital role in Indonesia's economy and contributes significantly to the nation's foreign exchange revenues. In 2016, the majority of the categories of the Indonesian tourist industry saw significant development. The goal of 1.8 million international visitor visits to Indonesia in early September 2022 has been reached, according to the Ministry of Tourism and Creative Economy. I talk about Jember's tourism in this research. Jember is one of the East Javan regencies that both local and foreign travelers should definitely

discover. The tours include educational tours such as the Coffee and Cocoa Research Center, Botanical Education Park, Mumbul Park, and Gading Asri Agrotourism.

Gading Asri Agrotourism is located in the city of Jember, has a strategic location, and is suitable for educational tourism. The tours offered include fruit plantations, such as dragon fruit, passion fruit, papaya, grapes, oranges, bananas, and pumpkins.

The writer conducted a preliminary study and found an obstacle, namely that Gading Asri Agrotourism does not have adequate promotional media, because so far Gading Asri Agrotourism has only been promoted on social media, such as posting pictures on social media such as Instagram ([agrowisata_gadingasri](#)), and Facebook ([Agrowisata GadingAsri](#)). The official catalog and Instagram account of Agrowisata Gading Asri only contain photos and video reels uploaded by the owner, which contain stories of customers who have come to Agrowisata Gading Asri and the activities that have been held.

This is considered less effective because it only provides little information about the facilities and activities at Gading Asri Agrotourism. After checking the promotional media for Gading Asri Agrotourism, the writer finally found that social media were not updated at all and lacked information. So, there is no promotional media with information that can be shared with customers, both local customers and tourists. The owner of Gading Asri Agrotourism admits that he needs promotional media that can contain profile information and is bilingual in two languages, English and Indonesian, to attract visitors from a wider so that Gading Asri Agrotourism will be more popular.

According to the justification given above, the writer created a promotional video, which was subsequently used to enlighten the public in detail about Gading Asri Agrotourism. A promotional video's ability to conduct and convey moving pictures and sound may captivate a large audience. To attract the attention of viewers, this tourist destination requires good promotional media so that it is better known to the wider community. The writer did her final project to help Gading Asri Agrotourism in promoting this tourist destination through the

products she created, namely by making a promotional video.

1.2 Objective

The aim of the project was to produce a video for Gading Asri Agrotourism marketing.

1.3 Significances

In accordance with the aforementioned goal, perhaps the report and the finished project will be beneficial to the following parties:

1.3.1 For the Writer

A script, storyboard, or report can be written using both creative and analytical writing techniques. Subsequently, she can utilize her translation abilities to convert Indonesian video scripts into English for captioning.

1.3.2 For the owner Gading Asri Agrotourism

The finished product may serve as a vehicle for promoting Gading Asri Agrotourism. As a result, more people are aware of this tourist destination as it offers comprehensive details about Gading Asri Agrotourism.

1.3.3 For Viewers

The finished project's output may provide viewers with comprehensive knowledge about Gading Asri Agrotourism as well as information on tourism in this area.

1.3.4 For the student of the English Study Program

Students in the English Study Program may use this final project as a model for future projects of a similar kind, particularly when creating a promotional video.