

CHAPTER 1. INTRODUCTION

1.1 Background

Banyuwangi Regency is one of biggest regency in East Java Province. The regency is located at easternmost end of Java Island. Being the east regency on Java, Banyuwangi is the gateway for your exploration to watch wild animals roam freely, go trekking through the savannah, or find untouched beaches. This regency has many kind of tourism object and becomes one region that local or foreign tourists like to visit. Besides untouched beaches and towering mountains, Banyuwangi also has a tourism object that is recently being popular. It is called Kemiren Tourism Village. Tourism village is rural area that has tourism product by introducing its village's potential and socioeconomic which can give benefit to the village itself. According to Wiendu (1993), tourism village is a form of integration between attractions, accommodation and supporting facilities presented in community life that integrates with traditions of a place. Tourism village usually has a tendency of rural areas with its uniqueness and attractiveness as tourist destinations. Nowadays, Banyuwangi cultural heritage still remain by the existing of Kemiren Village as one of tourism object.

Kemiren Village is one of Indigenous Villages in Banyuwangi, Amin (2015). This tourism village is located in Glagah District, Banyuwangi Regency. The width of Kemiren Village is 117.052 m2. Kemiren Village has been declared as Using Tourist Village since 1995. Kemiren village is famous by Osing culture, where the government also establishes as a cultural heritage and development of potency Kemiren Tourism Village. There are five cultural attractions in indigenous Kemiren Village. Those are *Sanggar Genjah Arum*, *Angklung Paglak*, *Musik Lesung*, *Tari Gandrung* and *Kopai Osing*. To go to Kemiren Village from Banyuwangi, you can through the way to Glagah district and it is the same direction to Ijen crater. All of potencies that available in Kemiren Tourism Village are proper to be developed to increase tourism sector in Banyuwangi. Therefore, Kemiren Tourism Village and Tourism Department of

Banyuwangi Regency collaborate in promoting this tourism object.

Kemiren Village along with Tourism Department of Banyuwangi Regency used promotional media in some forms. Those were brochure and web company profile for introducing the beauty of the village and to attract the prospective tourists. However, based on the interview with the local tourism department, those promotions media were less effective. Brochure and catalogue were graphic promotional media that consisted of complete information but less attractive to promote Kemiren Tourism Village. Besides, using company profile website as promotional media is not enough to promote its natural charm to the world. It was because the website could not reach the society, especially the villager in Banyuwangi. They were not familiar in using internet and most of them were not interested to open website. Those explanation showed that promotional media owned by Kemiren Tourism Village was not enough to attract the tourist in order to visit that tourism object. According to the result of interview with the officer in Banyuwangi Tourism Department, Kemiren Village needed more effective promotional media. The promotional media that provided to complete information was a promotional video completed with subtitle, which has many benefits rather than other promotional media.

Based on the demand of Kemiren Village, this video profile will be presented in bilingual form, English and Bahasa Indonesia. It is recommended in order to avoid any misunderstanding from the customer while watching the video. Using English on the profile video also has purpose to make it more interesting and motivating for foreign tourist. Hopefully the potential tourists are getting excited to visit in this tourism village by watching the promotion video. This media is suitable for Kemiren Village to promote directly to the prospective students because this media are interesting and effective. The writer decided to develop a promotional video to solve the problem faced by Local Government of Kemiren Village, Banyuwangi. The title of this project is **“Making a Promotional Video of Kemiren Tourism Village in Banyuwangi”**.

1.2 Objective

The objective of the final project is to make a promotional video that can be used to promote Kemiren Tourism Village of Banyuwangi entitled “*The Unique Culture of Osingneese in Kemiren Tourism Village Banyuwangi*”.

1.3 Significances

Based on the objective above, there are some significances of this final project. Those are:

a. For The Writer

The writer could apply their English skill in speaking, pronunciation, translation and writing. In addition the computer skill needed to develop the company profile video.

b. For Kemiren Tourism Village in Banyuwangi

Kemiren Tourism Village in Banyuwangi will has an attractive promotion media to attract the prospective tourists to come visit the charm of Kemiren village.

c. For the Students of Politeknik Negeri Jember

The result of the final project is also expected to become a reference for next students who will do similar final project and to complete the final report collection for Politeknik Negeri Jember’s Library.

d. For The Prospective Tourists

The prospective tourists will get complete information about Kemiren Tourism Village in Banyuwangi. In addition, they will be more interested to come visit the village and promoting it to the world.