

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a maritime country that has many islands, which are rich in natural potential resources. Indonesia also has a diversity of cultural, linguistic, and religious characteristics. Those are the reasons for many tourists to visit Indonesia. Data on foreign tourist visits to Indonesia in December 2019 was 1.377.067 people . Based on the Power and Performance of the World Travel and Tourism Council (WTTC) reports in 2018, Indonesia is in the ninth among the top 10 countries in the world. Indonesia is widely known for the beauty of beaches and panoramas of its regions. One of the regions is Banyuwangi, especially in Purwoharjo, Banyuwangi.

Purwoharjo, Banyuwangi is one of the sub-districts in Banyuwangi. It covers an area of 200, 3 sq. km, and has a population of 70.583 people . Purwoharjo, Banyuwangi residents generally work as farmers, with dragon fruit as agricultural commodities. Besides that, Purwoharjo, Banyuwangi also has considerable tourism potentials such as sports tourism, cultural tourism, religious tourism, and recuperation tourism. One of the places in Purwoharjo, Banyuwangi that has the potential for sports tourism is Grajagan beach. It is suitable for fishing, surfing, or swimming. There is also an annual event called *Petik Laut* on Grajagan Fish Auction, which held every *Suro* in the Javanese calendar. The event is an expression of gratitude to God for all the blessings. Purwoharjo, Banyuwangi also has a place of pilgrimage for Catholics called Mary Cave Waluyaning Tiyang Sakit. It has a wellspring, which was believed to treat diseases.

Based on an interview with the marketing staff of the Banyuwangi Tourism and Culture Department, the writer got information that Banyuwangi Tourism and Culture Department only have a guidebook published in 2017. The guidebook contained general information about all tourism objects in Banyuwangi, which is the Purwoharjo sub-district included. Then, the writer asked the staff of tourism management in Purwoharjo, Banyuwangi. The staff of tourism management in Purwoharjo, Banyuwangi said promotional media like booklets, and promotional

videos are not available yet. The tourism management in Purwoharjo, Banyuwangi only had brochures, websites, and banners, which contained information about the history of tourism objects and the event. The staff of tourism management in Purwoharjo, Banyuwangi said those promotional media less attractive for tourists because they could only see the brochures and banners when they were visiting the tourism objects in Purwoharjo, Banyuwangi directly. He added that tourists need attractive promotional media.

Based on this problem, the writer decided to make a promotional video to help promote the tourism objects in Purwoharjo, Banyuwangi. The writer made a video as a promotional media contained tourism objects in Purwoharjo, Banyuwangi such as information about the location of the tourism objects, the history, the spots, the facilities, and the interesting activities such as surfing, fishing, and worship activity in the tourism objects. Rahayu stated that videos are pictures that are sequential to each other to make a motion effect. Making videos in the multimedia display aims to make the resulting display more attractive. This final project was in the bilingual version, because tourists who visited were foreign tourists and domestic tourists. English for foreign tourists and Bahasa Indonesia for domestic tourists.

1.2 Objective

The objective of this final project is to make a video as a promotional media of tourism objects in Purwoharjo, Banyuwangi.

1.3 Significances

Based on the objective above, this final project can give significances:

1.3.1 For The Writer

The writer applied his abilities in writing, subtitling, and computer.

1.3.2 For Banyuwangi Culture and Tourism Department

The product of this final project supported the Banyuwangi Culture and Tourism Department in promoting tourism potential of the Purwoharjo, Banyuwangi.

1.3.3 For Tourism management in Purwoharjo, Banyuwangi

The product of this final project could be used as a medium of promotion to increase the number of tourists.

1.3.4 The Student of English Study Program

The result of this final project could be used as references for the student of English Study Program Politeknik Negeri Jember who want to hold a similar final project in making a promotional video.

1.3.5 The Tourist

This product helped the tourists to get information about tourism destinations in Purwoharjo, Banyuwangi.