

CHAPTER 1. INTRODUCTION

In this chapter, the writer describes the background that underlies this final project. The writer explains the objective and significance of this final project for the writer, the viewers, the owner of Edelweiss Tour Organizer, and for the students of English Study Program.

1.1 Background

Tourism plays a crucial role in Indonesia's economic sector. According to Ollivaud and Haxton (2018), tourism in Indonesia has grown rapidly in recent years and has become one of the country's main sources of foreign income. This is due to Indonesia's status as an archipelagic nation with rich cultural heritage and natural beauty in each region, which attracts both domestic and foreign tourists. One area in Indonesia known for its considerable tourism potential is Lumajang.

Lumajang is a regency in the southeast part of East Java, surrounded by the regencies of Probolinggo to the north, Jember to the east, and Malang to the west, while its southern boundary meets the Indian Ocean. Lumajang is characterized by mountains, lowlands, highlands, and long beaches, making it an area with many tourist destinations. This is supported by data from the Central Statistics Agency of Lumajang Regency (Badan Pusat Statistik Kabupaten Lumajang), which indicates that 3,597,712 local tourists and 9,993 international tourists visited Lumajang in 2018. Furthermore, with the abundance of tourist attractions in Lumajang, numerous tour and travel agencies have emerged to cater to the demand for tour packages, and one of them is Edelweiss Tour Organizer.

Edelweiss Tour Organizer is one of the travel agents in Lumajang, located at Jalan Argopuro Number 88, Tompokersan Village, Lumajang District, Lumajang Regency, East Java Province. This travel agent was established on March 20, 2013. Edelweiss Tour Organizer has extensive experience in the tourism industry. The tour packages they offer include trips both outside and within the regency of Lumajang.

However, Edelweiss Tour Organizer is not only a travel agent; it also provides services as an event organizer, handling conferences and exhibitions. One of the exhibitions that Edelweiss Tour Organizer managed was the Majapahit Travel Fair 2018 in Surabaya.

A preliminary study was conducted to gather more details about Edelweiss Tour Organizer. During this study, the writer interviewed the owner about the promotional media used. According to the owner, their primary method of promotion has been through a "word of mouth" strategy, which relies on recommendations from previous customers. However, this type of promotion has a limited reach for promoting Edelweiss Tour Organizer. Additionally, the owner expressed a desire to attract international tourists.

Currently, their promotional media include a Facebook page with the username @Edelweiss Tour, which has approximately 166 followers, and an Instagram account with the username @edelweisstourlumajang, which has approximately 538 followers. The content on both platforms consists only of photos and videos of their tour activities, with no specific content promoting the travel agency itself. The owner acknowledged that their promotional media needs improvement to reach more customers, especially international tourists. Based on this, the owner expressed interest in using a bilingual video as a promotional tool for Edelweiss Tour Organizer, which would be uploaded to their social media accounts, especially their Instagram account. He believes that a bilingual promotional video can effectively convey its message, as visual content tends to engage a larger number of viewers, particularly from abroad.

Based on the information above, the writer concluded that Edelweiss Tour Organizer has been in operation for a long period but lacked a suitable promotional platform. To reach more customers both from local tourists or international tourists, this travel agency needs to focus on effective promotion to make sure more people hear about it. As part of the final project, the writer made a bilingual promotional video for Edelweiss Tour Organizer to help them showcase their services through the video created by the writer. The promotional video was uploaded to their social media in the

form of Instagram Reels combined with suitable captions and hashtags to reach more viewers.

1.2 Objective

The objective of this final project was to make a video that promotes Edelweiss Tour Organizer. The video was designed to be bilingual and presented in both Indonesian and English, ensuring accessibility for anyone especially international tourists to seek information about Edelweiss Tour Organizer.

1.3 Significances

Based on the objective above, this final project can benefit the following parties:

1.3.1 For the writer

The writer can apply the skills and knowledge learned, such as writing the report and script, speaking as the voiceover of the video, and translating the script.

1.3.2 For the viewers

This final project can help the viewers get detailed information about the Edelweiss Tour Organizer services.

1.3.3 For Edelweiss Tour Organizer

Edelweiss Tour Organizer can use this final project as their promotional media to attract customers.

1.3.4 For the students of English Study Program

The report and product of this final project can be used as a reference for the students of the English Study Program who will conduct a similar final project.