

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is very well known for its natural beauty, and naturally a lot of people are keen to visit Indonesia and see these natural beauties with their own eyes. Indonesia offers a tapestry of experiences that captivates the imagination of travelers worldwide. Amidst these landscapes and cultures lies the untapped potential of village tourism.

Tourism village seeks to promote sustainable development by providing economic opportunities to rural communities, preserving local heritage, and creating a mutually enriching exchange between visitors and residents. This form of tourism emphasizes a connection with nature, an escape from urban life, and an appreciation of the simplicity and authenticity of rural living (Arintoko, et al., 2020). The main purpose of tourism village is bringing cultural immersion, encouraging tourists to engage in daily activities, participate in traditional ceremonies, and taste local cuisine prepared by community members. The primary goal is to provide an authentic and immersive experience for tourists while contributing positively to the economic and social development of the local communities, and village tourism is also a sustainable form of tourism.

Desa Wisata Adat Arjasa is located at Dusun Bendelan, Desa Arjasa, Kec. Arjasa, Kabupaten Jember, Jawa Timur enable tourists to immerse themselves in the daily routines and traditions of local residents, creating a genuine and enriching experience. Desa Wisata Adat Arjasa provides many tourist destinations that Indonesia is known for, from heritage site to pyrography and many more. Desa Wisata Adat Arjasa was awarded as one out of 500 other villages in ADWI (Anugerah Desa Wisata Indonesia) in 2024. So far this village tourist only has Instagram account as a form of promotion (@desaadatwisata_arjasa) with 889 followers. However, their social media is barely active on posting. Their last post was on January 6 2024. Desa Wisata Adat Arjasa has garnered widespread attention. On July 2023 an article was published by Tajuk 24 regarding the arrival of some international tourists, ranging from America, Australia, Lebanon, and Canada

and domestic tourist on November 2023. Some promotional videos have been made about Desa Wisata Adat Arjasa. One example is a video that was created on September of 2022 by students from UNEJ (University of Jember) E, Dhimas, et al., The video showcases the many form of tourist attraction Taman Air Wisata Citra Mandiri (*Citra Mandiri Water Park*), Kerajinan Batik (*Batik Craft*), and some traditional food, and was posted on YouTube on 26 September 2023. Other example is a video profile of Desa Wisata Adat Arjasa titled "Portrait of Arjasa" by KOSGORO 1957 that was made on 11 March 2021. But these examples above only available in one language, which is Indonesian. The writer asked the representative as the chairperson of the tourism awareness group regarding what type of promotional media that Desa Wisata Adat Arjasa needs. The writer gave the representative of Desa Wisata Adat Arjasa a suggestion on the video being narrate in English and he agreed. And the representative as the chairperson of the tourism awareness group wanted to include one of their traditional souvenirs, which is their Banana Crips (*Kripik pisang*) and also to promote Desa Wisata Adat Arjasa to a broader audience.

To fulfill the need for a promotional medium that meets the chairperson's requirements and reaches a broader audiencethe writer decided to make the video is covered using English and Indonesian to convey information from local to international. The video will be available on social media such as Instagram (@desaadatwisata_arjasa) to get engagement. Video as a promotional medium uses a visual communication that provides complete information about the product (Sunarya et al., 2021). The video contains detailed information such as the tourist destinations, the environment, and one of its products/souvenirs.

1.2 Objective

The objective of the final project is to promote Desa Wisata Adat Arjasa to both domestic and international tourists.

1.3 Significances

The significances of the final project are useful for some parties:

1.3.1 For the Writer

The writer can implement his writing and speaking skills as well as his ability in translating and operating editing software.

1.3.2 For the Viewer

The product provides viewers with valuable insights about the unique experiences and tourist destinations about Desa Wisata Adat Arjasa.

1.3.3 For Desa Wisata Adat Arjasa

The representative as the chairperson of the tourism awareness group can use the product of this final project to promote both Desa Wisata Adat Arjasa and also to gain a broader audience.

1.3.4 For Students of the English Study Program

The final report and product can be used as references to conduct a similar project for students of the English Study Program.