

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism has increased many positive aspects engaged with economics, culture, and the identity of our nation, which is Indonesia. Indonesia has a very diverse culture, with a variety of customs, languages, and religions and even tourism. The tourism industry in various regions has been proven to be able to have a significant positive impact on economic development, such as: being able to create jobs creates new business opportunities, increase regional income and so on (Hamzah, et al., 2018). Indonesia has known as its diversity that can be visit by visitors around the world, in big scales Indonesia is one of the most attractive tourism destinations for travelling. Indonesia is full of nature that spread in all over regions. There are mountains, sea, river, valley, and others. And even artificial destinations that can be enjoyed by most of people either its artor their historical places. Indonesia's tourism destination has known for the cultural thickness and the specific climate that makes Indonesia so tropical and authentic for tourist that looking up for memorable experience of their life. However, not all of the tourism activities can be enjoyed by some personal, it could be that personal have their own taste according to their likes. Jember is one of the regions that has plenty of tourism destination. There are many famous tourist destinations in Indonesia, especially in Jember, such as Papuma Beach, Payangan, Teluk Love, Mini Zoo and Seger Nusantara are also included.

Jember is a complex region, full of simplicity but has the beauty itself. We can do so many things here. Jember also has several potential tourism objects, there are lot of nature resources such as beaches, woods and else. Therefore, as local people we need to manage and develop it well, because the income from tourism destinations also has a big influence on the residents around there. The development of the tourism sector aims to improve the economy which will have an impact on Regional Original Income (Khoir, et al., 2018). By developing Jember

tourism, will help economics aspect of our region and increasing the interest of visitors. One of the tourism destinations in Jember is Seger Nusantara.

Seger Nusantara is one of the biggest Agro Edupark in Jember. Seger Nusantara Jember is located at Prasian, Jatian Hamlet, Pakusari District, Jember 68181 Indonesia. Agro EduPark is the place that can be functional for education, as the park can be used for many activities Seger Nusantara usually is being use for some outdoor events, the place is often being use by schools, organization and events that needs huge space. There are lots of thing that people can do, such as outbound, camping, garden party, and competition, but for this kind of event we need to do reservation to make sure the place is available.

The writer has conducted informal interview with the manager of Seger Nusantara Jember to get recent information about Seger Nusantara Jember. From this interview the writer understand that Seger Nusantara was established in 2020 in rough shape. In the beginning of 2020, the owner and the crew still try to create the basic and main plan which is planting season, they try to build the garden by spreading seeds for the trees. In february2021, they start soft opening for public. Even though they already launch the place, the owner thinks that the place is still need big reparation for the whole venue, so the concept is they launch the place yet still run the building phase to maximize the facilities and the quality of the place.

The earliest form of promotion is brochure media, but they realize that promotion is not effective enough so elevate by developing their promotion style by using social media. Seger Nusantara currently uses social media promotion that is Instagram and TikTok. The Instagram of Seger Nusantara is @segernusantara with 250 posts included with the pricelist, events, venue and the attractive post about their activities. Meanwhile their TikTok with the same username has 595 followers and 10.6k likes. The promotion involving TikTok/ Instagram celebrity by introducing the activities that visitors can do while visit Seger Nusantara. However, the manager wants to increase the visitors by making more appealing promotional video with complete detail about Seger Nusantara Jember. So that the writer will make the promotional video to answer the manager wants and to make Seger Nusantara widely known. The video will be more catchy and complete for

people who watch it. Because the video will contain the historical of Seger Nusantara, facilities and also the operational hours.

Through promotional video medium, especially with bilingual languages the visitors not only local but also make the foreigners interest to visit and get the messages of the video. People can be more understand about the place, in case they want to visit or make reservation related to the outdoor activities that they will hold, that is why making appealing promotional video is important to get Seger Nusantara be more known by wide community in all over region or Jember's society itself. The weakness itself promotional video are often less desirable for viewers to see in full duration, but with interesting video and information there are possibilities that viewers would like to watch the whole video. That is why the writer decided to choose to make a promotional video of Seger Nusantara Jember

1.2 Objective

The objective of this final project is to make a video as a promotional medium in English with Bahasa Indonesia subtitle for Seger Nusantara Jember.

1.3 Significances

Based on the objective above, hopefully, the final report and the product of this final project will benefit the following parties:

1.3.1 The Writer

The writer can improve her skill in writing when making script, speaking when making voice-over, editing skills, and translating the video script from Bahasa Indonesia to English.

1.3.2 Seger Nusantara

This promotional video can introduce Seger Nusantara tourism to visitors and make them more interest to visit Seger Nusantara. This promotional video can serve as a medium to connect both foreign and local visitors to Seger Nusantara, helping them understand the message being conveyed

1.3.3 Viewers

The viewers can get interesting information of Seger Nusantara such as the activities, facilities and historical of Seger Nusantara. Viewers can also be more intrigued to visit Seger Nusantara

1.3.4 Students of English Study Program

The report of this final project can be used as a reference for students of the English Study Program Politeknik Negeri Jember, who wants to make a similar final project especially making a promotion video as their final project. Based on the objective above, hopefully the final report and the product of this final project will benefit the following parties.