

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism industry in Indonesia shows sustained growth in number of visitors. The effort of Indonesian government to recover the tourism is currently one of the sectors that is the government priority and focus on development, because the tourism sector is currently experiencing extraordinary rapid development. For example, such as attracting the attention of foreign tourists. According to Wachyuni et al. (2022), domestic tourists are bigger in number than foreign tourists and most of them seem to opt for natural and culinary destinations especially for short trip. From the statement, that should be seen as one of potentials of tourism growth. According to Agus (2017), there are several factors that support tourism growth including changes in income and wealth, improved transportation, changes in lifestyle, and consumer values. People tend to see tourism as a necessity today. Therefore, some tourism destinations and activities are provided for the tourists. As a results, there are some people who start their business in tourism sector in various areas including Situbondo.

Situbondo is a district in East Java that has interesting natural landscape, especially its beautiful countryside. There are also several places where people can learn about the culture of Situbondo such as dance studio. For example, people can join in a cultural activity or learning about traditional music, dance, and games. Most of the places are not too far away from Situbondo, so those places can be easily visited by bike tour. Considering those potential places in Situbondo, Adies, the owner of Spedakita, started a business of bike rental in Situbondo for local residents and those who visit Situbondo from other areas who want to explore those places by bike.

Cycling is a multifaceted activity. The main function of cycling is to keep the human body healthy. Additionally, cycling can be a recreational activity, like morning bike ride with friends, enjoy the nature, and doing exercise. In 2020, compared to 2019, the number of people using bike increased up to 1000% because cycling became a lifestyle during the covid-19 pandemic (Wibowo, 2020).

In that case, people can do own a bike or they can choose an organized bike tour offered by several bike rental companies like SpedaKita.

SpedaKita is a bike rental service that started its operation in June 2020. Located at Jl. Cempaka Gang Patokan 7, Situbondo, SpedaKita offers variety of rental bikes for individuals or groups and also offers bike tour packages where people can choose to visit some interesting places around Situbondo. A bike tour package also includes a guide to take the client to these locations.

Prior to conducting this study, important pieces of information were gathered through a preliminary study by visiting SpedaKita and doing interview with the management of SpedaKita. According to the preliminary research through an interview with the management of SpedaKita, the business is not yet well known due to its insufficient promotion. As a new business SpedaKita only promotes its activities through social media such as Instagram and Facebook. Unfortunately, this does not provide detailed information about the fees for using the service and what customers get when using SpedaKita's services. The next information the author got is that SpedaKita rarely gets foreign customer. Most of the SpedaKita's customers are Indonesian and they know about SpedaKita by word-of-mouth. It means that the promotion needs to be improved to attract more potential. Because of this problem, the author is suggested to create a bilingual video as an additional promotional media that provides detailed information about SpedaKita and its main services. This is necessary so that potential customers can find more information about SpedaKita. In addition, videos can reach more potential customers in different regions, increasing the opportunities for SpedaKita to attract foreign customers.

A promotional video is a video used to promote all services. In this case promotional videos should provide information about promotional items used as a medium to showcase the company's product and services (Priyana, 2019). To create a promotional video, it is often necessary to shoot from the object (Permana, 2012). Thus, the author will create promotional video to help SpedaKita attract more customers both domestic and international. This video will be developed by using two languages, Indonesian and English. The English languages will be used in

the narration of the video, while the Indonesian will be used as the subtitles of the video.

1.2 Objective

The objective of the final project is to make a promotional video to help SpedaKita promote its bussiness.

1.3 Significances

Based on the objective above, hopefully the report and the product can give benefits to the following parties.

1.3.1 for the writer

The writer can apply her English skills such as her writing skill when making a script and apply translation skills in translating video scripts from English into Indoesian for the subtitles. The author also uses her English speaking and pronunciation ability when producing the narration of the video through voiceover.

1.3.2 for SpedaKita

The product of this final project is a promotion videothat can be used by SpedaKita to promote its bussiness because it contains some information of products that SpedaKita has offered and to attract foreign tourist to use their service.

1.3.3 for the Domestic and Foreign Tourists

The product of this final project can be used by the potential customers to get detailed information about the services by SpedaKita.

1.3.4 for the Students of English Study Program

This project can be use as a reference for student of the English Study Program who will conduct a similar project especially making a promotional video.