

CHAPTER 1. INTRODUCTION

1.1 Background

The global confusion caused by the coronavirus pandemic posed unprecedented challenges for various industries and organizations. One of the hardest hits was those in the hospitality sector, who grappled with their own difficulties to ensure their survival (Shukla & Elias, 2023). Countries around the world are starting to develop their economic sectors by expanding their tourism, hospitality, and resort areas, especially in Indonesia. Indonesia began to explore its territory to the point that all areas that have tourism potential are built in such a way as to balance the country's economy, especially in hospitality development. This is done to support the many tourist attractions that are very difficult to access and require a place to rest and relax. Therefore, there are some hotels and resorts built in Indonesia.

Hotel is a building where you pay to have a room to sleep in, and where you can rest and recreation. While Resort is a tourist area or tourist spot equipped with various attraction facilities and other tourist service businesses with the aim of meeting the needs of tourists who are managed in an integrated manner in one management (Darsiharjo & Nurazizah, 2014). Therefore, as the hospitality sector develops, many regions in Indonesia are trying to invest by building several villas and resorts, including Situbondo. Situbondo is one of the districts in East Java with strategic geographical conditions. The location of Situbondo district is between the mountains and the ocean, making Situbondo has a rich diversity. This encourages the Situbondo government to support the construction and development of resorts near tourist attractions. Especially around the tourist attraction of Pasir Putih Beach. The number of tourists visiting makes hotels in the Pasir Putih Beach area sometimes unable to accommodate tourists who stay there.

Based on preliminary study conducted to the Manager through an interview, the writer got information that Labuan Resort is one of a private business, exactly in 2023. So far, Labuan resort uses social media Instagram (@labuanresort) with

12k Instagram followers and YouTube (@LabuanResort) with 53 subscribers and TikTok (@labuanresort) with 4,195 followers. The content of all social media loads about the facilities and other testimonial from the customer who ever come to Labuan Resort. The content aims to introduce and promote their existence, some followers are also foreign tourists who have visited Labuan Resort. Labuan Resort has its own charm, besides being close to the Pasir Putih Beach tourist attraction, Labuan Resort also provides several attractions that can be enjoyed by visitors who stay at Labuan Resort. Such as, canoeing, swing in the middle of the sea, swimming pool, live music and diving. Labuan Resort also has many types of rooms that can be occupied by visitors who want to stay such as, Deluxe Twin Bedroom, Deluxe King Bedroom, and Cottage with affordable room rates. The data was taken on April 14, 2024.

However, the owner does not use any language other than Bahasa Indonesia in his social media. The owner states that to increase sales margins and expand the market to international scope, the owner needs a video with foreign languages to achieve these goals. This video will use English and Bahasa Indonesia to convey information from local to international. This video will be available on Youtube (@Labuan Resort), TikTok (@labuanresort), and Instagram (@labuanresort) of Labuan Resort to get engagement, of course this has received permission and approval from the Labuan Resort.

In order to fulfill the need of promotional media that reach international markets and increase sales, the writer decided to create a bilingual promotional video for Labuan Resort. Video as a promotional medium uses a visual communication that provides complete information about the product (Sunarya, L., Purbayani, A. D., &Handayani, N.2021) the video will contain detailed information containing history of Labuan Resort, location, types of rooms, facilities, testimonial, as well as displaying the contact person of the Labuan Resort.

1.2 Objective

The objective of the final project is to make a bilingual promotional video for Labuan Resort. The owner stated that the video will be used to increase sales margins and expand the market to international scope.

1.3 Significances

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

1.3.1 For the Writer

The writer increases his writing and speaking skill as well as his ability in translating and operating computers.

1.3.2 For the Viewers

The viewers get information that they need about the facilities, types of rooms and other environments of Labuan Resort.

1.3.3 For the Owner of Labuan Resort

The owner can use the results of this final project to promote Labuan Resort on social media and as a tool to introduce hospitality to foreign visitors.

1.3.4 For Students of the English Study Program

The proposal and product can be used as references to conduct a similar project for students of the English Study Program with different place.