

CHAPTER 1. INTRODUCTION

1.1 Background

According Camilleri (2018) Tourism is a short-term movement of people to destinations outside which has its characteristics to attract the visitors. Meanwhile, Meyers (2009) stated that tourism is a travel activity in a short time from living place to the destination place not only for stay or find a job but only for seeking curiosity; spend leisure time or holiday and other reasons. From those experts we can conclude that tourism is a travel activity in short term movement of people from living they normally live and work to the destinations outsides.

Jember is a district that is part of the East Java Province which has many potential tourism objects. There are several types of tourism attractions in Jember, both natural tourism and cultural tourism. There are some natural tourism places in Jember such as Papuma beach, Payangan beach, Rembangan, and many others. In other hand, JFC is a cultural tourism carnival which raises the name of Jember internationally. Jember also has a cultural tourist attraction that can attract tourists for nature, culture and some potential tourist destinations that don't explore yet and can include them in a tour package. There are several factors to develop tourism objects in Indonesia. One of the most important factors in developing tourism objects in Indonesia is a tour and travel agency.

According to Tyshayuni (2012) Travel Agency or better known as Tour and Travel Agent is a private retailer or public service providing tourism, related services to the public on behalf of suppliers such as airlines, car rentals, cruise lines, hotels, trains, and tour packages. Travel Agent offers some conveniences for the customers who are not be able to go travelling by themselves, such as the easiness in getting the transportation and accommodation, the cheaper cost, the existence of tour guide, a comfortable trip, and the more effective used of time. There are many tour and travel agencies in Jember. One of them is YND Holiday

Tour and Travel that is located on Jl. Delima Putih No. 2, Patrang Sub-district, Jember Regency. This travel agency was built in 2010. The story behind the name of YND itself its stands for the initials of three of his sons. The company first started the business as a car rental and buses but finally now its changes and develops into a travel agent.

Based on the need analysis that the writer did by interviewing the owner of YND Holiday Tour and Travel, YND Holiday Tour and Travel has a website, Instagram and Facebook as the promotional media of their products and services. The writer checked YND website and instagram shows the natural tourism in Jember, tour packages, address and the contact person of YND Holiday Tour and Travel however the information in those website was not updated yet. Because of that, the writer decided to make up to date information about YND Holiday Tour and Travel in the form of video to more attract the visitors. The visitors not only came from local, rest of them also came from other country, however it is necessary to make a promotional media in English version that hoped can attract the foreigners to use this travel's service.

YND Holiday Tour Travel provides transportation services and tour packages that make the customer comfort while doing travel also has the best prices. YND Holiday Tour Travel offers Bali tour package, Malang tour package, Jakarta tour package, Yogyakarta tour package. Most of the customer in YND Tour Travel is domestic, however the owner hopes one day there are many foreign customers using YND Holiday Travel.

Based on the interview, it is concluded that YND Holiday Tour and Travel needed another promotional media such as company profile video. So, the owner of YND needs a company profile video that can be used to boost YND Holiday Tour and Travel and promote product and service in the form of company profile video. This video will be an attractive media while the owner uploads in website.

The writer decided to make a bilingual company profile video of YND Holiday Tour and Travel in English and Bahasa Indonesia subtitle to introduce the company and give more detailed information about products and services offered

to the local and foreign customers to know more about YND Holiday Tour and Travel.

1.2 Objective

The objective of this Final Project is to make a company profile video of YND Holiday Tour and Travel Jember.

1.3 Significances

This final project is expected to be beneficial for the following parties:

1.3.1 For the Writer

In the process of making this final project, the writer can apply English knowledge and skills from the English Language Study Program such as writing, speaking, computer ability and English For Tour and Travel.

1.3.2 For YND Holiday Tour and Travel

This product can be used as a company profile to boost corporate value and promote YND Holiday Tour and Travel of their products and services. In addition, it can be used as a new form when conducting promotional activities.

1.3.3 For Visitors

This product can help the visitors to get more information about YND Holiday Tour and Travel products and services, especially for domestic and foreign tourists.

1.3.4 For Student of English Study Program

This final project can be used as a reference for the students especially Politeknik Negeri Jember who have a similar final project or want to develop the final project.