

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Indonesia is rich in natural resources such as sunshine, beaches, and land, all of which can be developed into tourist destinations. Indonesia also has vast tropical rainforests in Borneo and Sumatra, stunning coral reefs in Raja Ampat, and majestic volcanoes such as Mount Bromo and Mount Rinjani. With the abundance of natural resources, Indonesia is now focusing on improvement and development to improve the quality of its natural tourism in various regions (Musaddad, 2019). Local governments use natural tourism industry development strategies to promote certain areas as tourist destinations to increase local revenue (Suganda, 2018). One of the regions developing natural tourism is Jember Regency.

Jember Regency has a diverse natural environment that includes marine, coastal, mountainous, and hillock (*Gumuk*). Along with these diverse natural environments, Jember regency is famous with the land of a thousand hillock (*Tanah Seribu Gumuk*). The nickname is due to the large number of hill-shaped deposits with heights up to tens of meters scattered around the Jember Regency area (Ahmad, 2023). Hillock is a special term given to a hill with a height ranging from 1 meter to 57.5 meters, and a unique geological phenomenon that is not found in many other areas (Hariani, et al, 2015). Hillock can be developed into an interesting natural tourist destination. One of the interesting natural attractions to visit is Gumuk Watu.

Gumuk Watu is one of the tourist destinations in Jember Regency located in Dukuh Dempok Village, Wuluhan District. This tourism spot is a place that is conceptualized as educational tourism, as evidenced by educational leaflets about ecosystems and plants that can be found on Gumuk Watu's social media so that many students can visit to carry out various educational activities, not only students or schools but organizations can be carried out at Gumuk Watu. In addition to educational activities, this place can also be enjoyed as a place to relax by looking

at the natural scenery above the hillock which offers a comfortable and refreshing atmosphere.

The writer conducted preliminary study by visiting Gumuk Watu in Wuluhan, Dukuh Dempok to get some information about Gumuk Watu. The writer carried out the interview with the Director of Business owned by the village (*Badan Usaha Milik Desa/BumDes*) Dukuh Dempok. From the interview, the writer got information that GumukWatu is an interesting place which established in 2017 and has an area of 4 hectare. This place is managed by BumDes with financial support from the village government of Rp. 200.000.000. Gumuk Watu is conceptualized as educational tourism with the aim at becoming a driving force for the village economy as well as an educational facility.

The writer also got information about promotional media from the director of BumDes that Gumuk Watu Wuluhan has various social media accounts as their promotional media, such as Instagram @gumuk\_watu with 1,125 followers, tiktok @wisatadukuhdempok with 3,105 followers, and facebook @pokokeDukuhDempok with 16,000 followers. The social media features posts showcasing various activities at Gumuk Watu, including those conducted by visitors. Although the posts on social media already exist, the information conveyed is still unclear and does not provide detailed information about Gumuk Watu. As a result, The Director of Bumdes need nother media to support the existing promotional. Therefore, based on this situation, the director of Gumuk Watu plans to create new promotional media that provides more detailed information about Gumuk Watu.

Besides the information about social media, the writer also obtained other important information about the future aspirations of the village from the Director of Bumdes. The director of BumDes hopes that the natural attraction managed in Wuluhan, like Gumuk Watu, will become well known not just in Indonesia but also around the world. The director asked the writer to create a promotional video for Gumuk Watu, because until now, Gumuk Watu has not had a profile video that includes detailed information about the tourist spot. In response, the writer will

assist by producing a bilingual video that meet the director's requirements and can serve as promotional material to attract more visitors.

This bilingual promotional video is expected to attract the attention of not only local visitors, but also foreign tourists. In the video, Indonesian was used as subtitles while English was voice over. Through the video, people will gain information about Gumuk Watu, including its facilities, activities, location, and visitors have to pay for certain activities or facilities. Therefore, it is very important to create an interesting and informative promotional video so that Gumuk Watu is recognized by a wider audience. Moreover, nowadays many people prefer to get information through videos.

## **1.2 Objective**

The objective of this final project was to create a bilingual promotional video in English with Bahasa Indonesia subtitles for Gumuk Watu Wuluhan.

## **1.3 Significances**

Based on the objective above, it was hoped that the final report and the product of this final project would benefit the following parties.

### **1.3.1 The Writer**

The writer improved her writing skills by writing video scripts, enhanced her translation skills through translating video scripts, and developed her pronunciation skills while doing voiceovers during the production of promotional videos.

### **1.3.2 Gumuk Watu Management**

This promotional video was able to convey detailed information about Gumuk Watu to visitors and was shared through various social media platforms such as Instagram, TikTok, and Facebook Gumuk Watu. That way, people could more easily access information about Gumuk Watu and became more interested in visiting.

### 1.3.3 Viewers

The viewers were able to obtain detailed information about Gumuk Watu and became more interested in visiting after learning about engaging aspects such as activities, facilities, and other features

### 1.3.4 Students of English Study Program

The report of this final project was used as a reference for students of the English Study Program at Politeknik Negeri Jember who wanted to create a similar final project, particularly one involving the production of a promotional video.