

CHAPTER 1.INTRODUCTION

1.1 Background

Indonesia's diversity is widely recognised as the largest archipelagic country in the world, with over 17.000 islands and 360 ethnic groups. This vast cultural landscape, including its culinary heritage, makes Indonesian traditions incredibly rich and varied. The country offers a variety of alluring experiences, from enchanting tropical beaches to majestic mountains, as well as diverse cultural wealth. One unique diversity in Indonesia is the traditional food tempe, especially the tempe commodity. It has become an essential part of Indonesians' eating habits and is known as the leading producer. According to Kristiadi & Lunggani, (2022) They argue that tempe is a familiar food for Indonesians due to its high nutrition and easy production process. Tempe itself is one of the intangible cultural heritages submitted to UNESCO, and is known as a super food with nutritional content equivalent to animal protein. (Sari et al., 2021). Tempe, which is made from fermented soybeans, is rich in vegetable protein, easy to prepare, and loved by many. Tempe production has been carried out for generations, both on a home and industrial scale, in various regions in Indonesia, and quality is maintained. Tempe is increasingly recognised worldwide as environmentally friendly and nutrient-rich, making Indonesia a global tempe production and innovation centre. One of the unique tempe producers in Indonesia is Beji Tourism Village, located in Junrejo Sub-district, Batu City, East Java Province. Beji is known as a Tempe village because most residents work as Tempe entrepreneurs.

Beji Village has excellent potential to be developed as a tempe educational tourism centre. This development was done through knowledge transfer to the community and tempe artisans, especially the Tani Asri women's group. This activity includes delivering classical material, workshops, introducing tempe educational tourism, mentoring for entrepreneurs, and periodic evaluation. All these efforts aim to increase the village's capacity and competitiveness as a unique and attractive educational tourism destination.

Tempe Beji Village offers unique features that can attract people to visit. The first is that Beji Village's tempe is made using clean, selected soybeans and wrapped in several layers of teak leaves, which results in a unique flavour, aroma, and texture. In addition, Beji Village builds an educational tour of the tempe Village by holding an annual tempe festival that presents various tempe preparations and local arts such as the Gembang Dele dance. This annual festival showcases the arts and customs of Beji Village and promotes Tempe Village Tourism to tourists. (Hamida & Purnomo, 2024). Then, interestingly, Beji Village established Omah Tempe, a centre for Tempe education, training, research, and tourism across the country. In addition to strengthening the economy of the village's temple artisan community, the festival is also a means to promote tempe as a fantastic food that is cheap and environmentally friendly. Beji Village has made tempe a tourist attraction and a sustainable source of income for its residents by combining local wisdom, culture, and innovation.

At the preliminary study stage, the writer interviewed the tourism village manager regarding the condition of tourism performance in Beji Village. Slowly, the number of visitors coming to Beji village has increased. However, the number is still relatively small, which should be able to attract more people. It can be concluded that most people still do not know about the Beji Tourism Village itself. In addition, it is known that the village's promotion still relies on social media such as Instagram and YouTube. However, the content displayed through both platforms is still limited to the general promotion of the village, without specifically highlighting superior potential, such as local culture and tourist attractions, which can attract tourists more broadly.

Furthermore, the manager also asked for help to make a video whose content seemed more authentic, because from several videos spread on specific platforms, the content of the video still did not describe how the authentic Beji Village was. According to him, the more authentic a tour is, the more interested people are in visiting the place. Based on the above problems, the main issue in Beji Village is the lack of authentic promotional media, which can attract the general public's interest in visiting Beji Tourism Village.

Due to the problems in Tempe Beji Village, the writer offers a solution related to the lack of public awareness of Tempe Beji by using promotional media in the form of a promotional video. A promotional video is intended to introduce a product or service to a broad audience. According to Mathory, (2022) It argues that promotional videos are audiovisual information used to explain a product or provide information to consumers. Specifically, promotional videos aim to attract consumer interest so that sales related to the promoted product or service increase significantly. This is in line with the previous statement that the promotional strategy used uses video to attract potential buyers' interest and attention. (Santi and Kumoratih, 2022)A promotional video is a collection of moving images, text, and music created to convey the video maker's message to the audience. Although promotional videos are generally short, they can significantly increase product or service sales, so they must be appropriately utilised in today's digital era.

In addition, the writer proposed a bilingual promotional video to solve recent problems. Using bilingual promotional videos will reach domestic and potential international visitors, so that the exposure of Tempe Beji Village will spread widely. By using bilingual input on the promotional videos, the international visitors can comprehend the messages conveyed, so they will figure out what the tourist place offers or features they get, increasing their willingness to visit. It is in line with the previous statement that the goal of using bilingualism in tourist attractions is to help visitors comprehend the message's meaning. (Suhaimi and Abdullah, 2017).

1.2 Objective

The goal of this final project is to make a video as a promotional medium for Tempe Beji Batu

1.3 Significances

This final project's report and product will hopefully give some benefits to the following parties:

1.3.1 For the Writer

This final project can improve the writer writing skills especially in creating storyboard and script and also improve his communication skills.

1.3.2 For the Readers

Readers can get detailed information about Desa Wisata Tempe Beji from the video promotion.

1.3.3 For The Manager of Beji Tourism Village

The manager can use the product of this final project to promote Desa Wisata Tempe Beji.

1.3.4 For Student English Study Program

The final project can be a reference for students conducting the final project on the same product.