

CHAPTER 1. INTRODUCTION

In this chapter, the writer describes the background regarding the Indonesian tourism sector, Batu tourism development, and the background regarding Amazing Tour and Travel itself, and the benefits that both parties received. Also, the reason, objective, and significance of why the writer decides to choose Amazing Tour and Travel as a partner for this final project.

1.1 Background

The tourism sector has become a crucial part of Indonesia's national development. According to Mayasari & Sekti (2018), in Indonesia, the tourism sector has become an important part of national development and has even become one of the government's priority development programs. Since 2016, the Indonesian tourism sector has been ranked as the second-largest foreign exchange earner for the government. This causes cities such as Batu to focus on developing the tourism sector.

Batu is a city located in East Java. As mentioned by Yonanda (2013), Batu is a city of tourism that many domestic and foreign tourists like to visit. The development to attract tourists and investors in the industry and tourism sector in Batu is conducted intensively. It is also supported by the availability of infrastructure, ranging from basic facilities, namely, hotels, restaurants, and travel agencies. In addition, the existence of such infrastructure is well-distributed according to Muzha (2013). This is where Amazing Tour and Travel comes into being.

Amazing Tour and Travel is an online-based tour and travel agency based in Batu. It was first opened in 2023 as a branch agency of Javanesia Tour and Travel and Inspire Tour and Travel. Online-based tours and travel services primarily depend on social media platforms for guest engagement and service utilization. not only offers tours in Batu but also throughout Indonesia. Amazing Tour and Travel offers a service in the form of event gatherings, private trips, tour packages, and MICE (Meeting, Incentive, Convention, and Exhibition). According to The Amazing Tour and Travel owner, during the preliminary study.

The industry currently has promotional media in the form of Instagram (@amazingtour_), Gmail (amazingtour.000@gmail.com), and WhatsApp (081990003334). However, it still lacked promotional content in the form of video. As such, the writer proposed to make a promotional video to help Amazing Tour and Travel.

The writer chose Amazing Tour and Travel as his partner in the final project because he wanted to help Amazing Tour and Travel to flourish and grow as a business, especially because Amazing Tour and Travel is located in strategic cities, which include Batu City, where as reported by Dinas Pariwisata (Kompas, 2023), the number of tourism interests at Batu has risen from 7.4 million people in 2022 to 8 million people in 2023 alone and predicted to target 10 million people in 2024.

Promotional video were created in bilingual English for the narration and Bahasa Indonesia for the subtitles. The reason the writer chose bilingual English as the narration is that the owner hopes this video promotion will attract more international tourists. Because they had already experienced serving foreign tourists previously.

1.2 Objective

The objective of the final project is to create a promotional video for The Amazing Tour and Travel. The goal of promotional video is to promote the agency to those interested in exploring Batu City and its surrounding areas in East Java. The aim is to provide the agency with an interesting piece of media that can be effectively used for marketing purposes, enticing international customers to choose Amazing Tour and Travel.

1.3 Significance

The significance of this final project benefits multiple parties, including the writer, the agency owner, the viewers, and students of the English Study Program.

1.3.1 For the Writer

The writer improved his writing, speaking, translation, and video editing skills. These skills were acquired during the writer's time at Politeknik Negeri Jember.

1.3.2 For the Owner of an Amazing Tour and Travel Agency

The owner can use the product of this final project to promote their new business to a broader audience, especially international tourists.

1.3.3 For the Viewers

The viewers get the information that is needed about Amazing Tour and Travel Agency and hopefully become more interested in using their service.

1.3.4 For the Students of the English Study Program

The final project could be used as a reference for students who will conduct the final project on the same product.