

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Village tourism as a product of the Village Law No. 6/2014 is hoped to contribute in improving the economy of village communities towards a just, prosperous, and prosperous society. As noted by Trisnawati, A. E., et al (2018), the presence of village law stimulates local communities to focus on the factual alignment between the availability of human resources, natural resources and cultural aspects inherent in the village area to become a form of excellence in improving the economic situation of the community. Some village tourisms are known as *Panglipuran* village tourism in Bali, *Kampung Blekok* in Situbondo Regency, *Arborek Raja Ampat* village tourism in Papua. The tourism village guideline (2021) elucidates the local people's participation in directly and actively building their village. It can be creative in creating economic activities to develop the village's potential into a tourist village. So far, this book has highlighted the local people's activities in participating directly involved in managing cultural attractions, providing accessibility and amenities, so that the involvement of local people can be clearly seen in tourism village development activities, with the hope that these activities can support family income.

It is widely known that Trowulan District is believed to be the center of the Majapahit Kingdom. Majapahit is considered the largest kingdom in Indonesian history. It was founded by Raden Wijaya in the late 13th to 16th centuries and reached its heyday during the reign of Hayam Wuruk who ruled from 1350 to 1389 (Budi, D. A. K et al ., 2022). As a part of Trowulan District. Bejjong Village also has Majapahit royal heritage in the form of temples, arts, and culture. As Ramela , Aliflyantera & Sulistyarso (2016) stated that several village tourism destinations are included in the Kampung Majapahit area, such as Jatipasar, Sentonorejo, and one of the most prominent is Bejjong.

The writer delivered a preliminary study to get more information by interviewing the Bejijong's village chief. He informed that Bejijong village is geographically located 0.5 meters from the Trowulan sub-district office and 13 km from the Mojokerto Regency Government office. Also he explained that Bejijong Village was designated as a Majapahit Tourism Village in 2017. It carries a cultural tourism concept that encompasses cultural, historical, natural, and creative industries typical Majapahit kingdom. This place captivating the visitors with its diverse tourism attractions and immersive experiences. By offering the tourism concept one village with one product, Bejijong Torism as a cultural-based tourism village already offers cultural tourism attractions and artificial tourism attractions. These accommodated the visitor desired to start to know and enjoy the culture and Majapahit historical relics

In detailed, the Bejijong's village chief mentioned that Brahu Temple and Siti Hinggil Coffin included as historical tourism attractions, while Sleeping Buddha, Pasar Rakyat, Nyandran Event, Rontek Dance categorized as artificial tourism attractions. He also claimed that the tourism attractions supported by adequate tourism facilities as accommodation services, souvenir centers also Majapahit handicraft industry. So these efforts would bring the Majapahit Bejijong tourism village was included in the top 50 ADWI 2021 which then became third place winner of the ADWI 2021 in the CHSE category Cleanliness, Health, Safety and Environment Sustainability.

Nevertheless, despite its significant potential in the tourism industry. The Majapahit Bejijong Village Tourism Village has yet to fully optimize its promotional media to boost tour package sales. He informed that The number of visitors in a week reaches 20 visitors, and on peak season it can reach 40 visitors. At present, it already has several promotional media, with 2 Instagram accounts (@pemerintah.desa.bejijong) with 843 followers and (@bejijongku) with 1,604 followers, an official website (bejijongdesa.id), and an e-booklet available at <http://online.anyflip.com/lhjv/cfye/mobile/>. It is delivered in Bahasa Indonesia. It may a reason for village chief supported the writer to create a video promotional media in bilingual version English- Indonesian. Hopefully, as the chief promised,

this video will be uploaded on new IG official and the content of the official website. Besides this video saved as an archived belonging to the village documentation, it could be played in the guest room area of the village hall.

The bilingual video was chosen as a promotional medium because it can convey information in detailed, because it delivered in two languages, Bahasa Indonesia and English. The video uploaded as new content on Instagram and the village's official website to reach more national and international tourists. Moreover, this project product is used as additional promotional media when Majapahit Bejijong Tourism Village is doing tour promotion in national and international tourism promotion events.

Considering this condition, the writer created a promotional video of Bejijong Tourism Village. As referenced by Arifin et al (2018) in Atsaniah (2020) explained that video serves as a significant medium for advertising due to its provision of images, sound, and comprehensive product information. As a result, it has the potential to engage viewers and potential guests, allowing them to gain a clear understanding through the visuals and diagrams presented in the video.

## **1.2 Objective**

The significance of this final project is to make a promotional video using English with Bahasa Indonesia subtitles for Majapahit Bejijong Tourist Village.

## **1.3 Significances**

The significance of this report and final project is expected to be useful for the following parties:

### **1.3.1 For the Writer**

The writer can improve her skills in English, including speaking, writing, and translation. Speaking skills are used for voiceover narration, writing skills are applied in script writing, and translation skills are used to convert the script from Indonesian into English.

### 1.3.2 For the Viewers

The promotional video can help foreign nationals find information related to Bejijong Tourism Village about the real conditions and situations.

### 1.3.3 For Bejijong Tourism Village

This video serves as a medium to introduce and promote Bejijong Tourism Village to a wider range of viewers. Presented in English and Indonesian subtitles, the content becomes more accessible to both local and international visitors.

### 1.3.4 For Students of the English Study Program

The report and the product of this final project can be used as a reference for those who do the similar project, especially in making promotional videos for tourist villages.