

CHAPTER 1. INTRODUCTION

1.1 Background

Situbondo is one of regencies in East Java located in the coastal area north of the island of Java. It borders with Madura strait to the North, Bali strait to the East, Bondowoso and Banyuwangi district to the South and Probolinggo district to the West. The regency is located on the northern coast of the island of Java, in the Horseshoe area and is surrounded by sugar cane, tobacco, Baluran protected forests and fisheries businesses. With its strategic location, in the middle of the Java-Bali land transportation route, its tourism activities are active. Ray (2012) states that Situbondo is one tourism destinations in East Java that is very attractive to visit beautiful beaches, mountains, hills, forests, and historical heritages of Dutch colonial. Situbondo has its tourism potential to be visited. It offers the area for the tourists, both foreign tourists and domestic tourists. Based on Bintang (2017), Situbondo has interesting and beautiful attractions. Many tourism potentials are found in Situbondo Regency, such as: nature tourism like a baluran, marine nature tourism like bama beach, mountain nature tourism like a agropuro mountain, culture tourism like a petik laut.

Sumber Malang is sub-district in Situbondo and has the main icon is called *Hidden Paradise* that has tourism object such as Situs Batu Tangga, Situs batu kodok, widyopayung bridge, Monument of Cikasur Savana, balkon kaca, and plaza rengganis. Hidden Paradise is located in Sumbermalang sub-district. It is 55 km from Situbondo downtown. This place is named the hidden paradise by government of Situbondo because of its beautiful and hidden beauty which is very favored by tourists in Situbondo.

In preliminary study, the writer conducted interview to chairman of Situbondo Tourism Department. The writer got the information that the Department has already provided a website and booklet from *Pemerintahan Kabupaten Situbondo*. The name for the website is *Situbondo.go.id*, the website was published in 2017. The website only covered information, picture and location about Situbondo. The

website gave information about famous place such as Pasir Putih Beach and Argopuro Mountain. Chairman of Situbondo Tourism Department said that the website did not complete enough to cover all of information about Tourism in Situbondo especially for new tourism object such as in Sumbermalang sub-district. The Booklet gave information about situbondo, such as what visitors can enjoy like gone to Pasir Putih Beach, Baluran , Argopuro Mountain and kind of tour packages that Situbondo has. The booklet can search in website Situbondo. It is *Situbondokab.go.id in east java Situbondo, the booklet was published in 2017.*

Chairman of Situbondo Tourism Department suggest the writer to make promotional video that covers to the new tourism object Sumber Malang. It is because Situbondo Tourism Department did not has a promotional videos as a promotional media especially for Sumbermalang sub-district tourism object. The writer also conducted interview to the Headman of Sumber Malang Situbondo to confirm that the writer was asked by the Chairman of Situbondo Tourism Department to make promotional media about Sumber Malang. The Headman of Sumber Malang said that he agreed if the writer make promotional video.

Based on the result of preliminary study conducted to Situbondo Tourism Department, the writer made promotional video of Hidden Paradise in Sumber Malang Situbondo as suggested by the Situbondo Tourism Department. Which gave specific information about location, showed the kinds of tourism object in Sumbermalang. Hopefully that promotional video could increase tourists especially foreign tourists to visit in Sumbermalang Situbondo. The promotional video will be written in bilinguals, English for foreign tourists and Bahasa Indonesia for domestic tourists.

1.2 Objective

The objective of this final project is to make a promotional video with entitled is *“Making a promotional video of Hidden Paradise in Sumber Malang Situbondo”*

1.3 Significanes

This final project significanes. They are as follow :

1.3.1 The Writer

The writer was able to apply speaking skill and writing skill as well as , translation in producing the video.

1.3.2 The Situbondo Tourism Department

This video provided information about hidden paradise in Sumber Malang especially for tourism objects in sumbermalang to the tourist.

1.3.3 The Tourist

The Tourist get information about Tourism Object in Sumber Malang Situbondo.

1.3.4 The English Study Program

The reports of this project can be used as one of the references for student of English Study Program who want to conduct similar final product especially for promotional video.

