

## CHAPTER 1. INTRODUCTION

In this chapter, the writer discussed about the background knowledge related to the reason of doing subtitling and the result of the preiminary study conducted at Tourism Department of Bondowoso.

### 1.1 Background Knowledge

Indonesia has lots of tourism places which have their own scenery, that are visited by local and foreign tourists. However, in Indonesia, generally only a few tourism places are known to the public such as Kuta Beach, Semeru Mountain, Raja Ampat, Borobudur Temple, but some other beautiful tourism places are still not known by public such as J88, Seban Beach, Tlepuk Beach and others, due to the lack of promotion. A good promotion could affect to the number of tourists that visit to the tourism places. A tourism place which has a lot of locals and foreign tourists could support to increase of foreign exchange or increase regional income. According to Sukmana (2018), Minister of Tourism Arief Yahya believes the tourism sector will become the largest foreign exchange earning sector in the near future. Nowadays, tourism is still the second foreign exchange earner with 15 billion US dollars, and in 2019 the government targets tourism foreign exchange reaches 20 billion US dollars. Besides that, there are many areas in Indonesia that have tourism places, and one of them is Bondowoso.

Bondowoso is a town in East Java, Indonesia that has many tourism places for having fun such as Kawah Wurung and Kawa Ijen. Kawah Wurung is located in Jampit Village, Sempol Sub-district, Bondowoso Regency. The mountains and crater of Kawah Wurung are full of meadow. Tourists can do downhill of Kawah Wurung by riding mountain bike while enjoying the scenery and fresh air. Whereas, Kawah Ijen is located in the boundary of Banyuwangi and Bondowoso which is close to Sempol Sub-district. The distance of Kawah Ijen to Kawah Wurung is about 9 km.

The writer conducted a preliminary study by interviewing to the chief of Tourism Department of Bondowoso. The writer got some information. First, the

chief of Tourism Department of Bondowoso said that, Kawah Wuung is a new tourism destination in Bondowoso which is near to Kawah Ijen. Because of that, Tourism Department of Bondowoso wants to promote Kawah Wurung to local and foreign tourists through promotional media. The writer asked about promotional media of Kawah Wurung. Tourism Department of Bondowoso has booklet and website as promotional media of Kawah Wurung. The booklet is in bilingual version and the official website is in Bahasa Indonesia. Besides that, the booklet describes about the scenery of Kawah Wurung in general and activities that visitor can do in Kawah Wurung without the pictures. The website only give two pictures about Kawah Wurung and rafting as one of activity in Kawah Wurung. Furthermore, they have strategy to promote Kawah Wurung for local and foreign tourists by making a video of Kawah Wurung in Bahasa Indonesia. The content of Kawah Wurung video is about the scenery of Kawah Wurung and activities which visitors can do in Kawah Wurung are. Tourism Department of Bondowoso showed Kawah Wurung video in the Ijen Festival which always held every year in Kawah Ijen. This Ijen Festival is always visited by thousands of foreign and local tourists.

Second, the writer asked about visitors data who came to Kawah Wurung. The writer got data from Tourism Department of Bondowoso that Kawah Wurung had 634 foreign tourists and Kawah Ijen had 9.048 foreign in 2017. From the data, the writer saw the gap about the number of foreign tourists visiting Kawah Wurung compared to Kawah Ijen. On the other hand, Kawah Wurung video that was made by Tourism Department of Bondowoso attracted few foreign tourists. The Chief of Tourism Department of Bondowoso said that this is because the video is only in Bahasa Indonesia and it makes viewers get difficulty in understanding the content of the video. Then, the Chief of Tourism Department of Bondowoso asked the writer to give English subtitle to the available video of Kawah Wurung. The Tourism Department of Bondowoso asked the writer to give English subtitle because it might help visitors to understand about the content of

video. Hopefully, the video can be used to promote Kawah Wuung better because it is completed with English subtitle that will help foreigners to understand the content easily.

## **1.2 Objective**

The objective of this final project was to make an English subtitle “Kawah Wurung Bondowoso” video.

## **1.3 Significances**

Based on the objective above, hopefully the report and product of this final project give benefits for the following parties.

### **1.3.1 For the writer**

The writer is able to apply her writing skill, as well as language components such as grammar and vocabulary when subtitling Kawah Wurung video.

### **1.3.2 For the Tourism Department of Bondowoso**

Tourism Department of Bondowoso can use this subtitled video to promote Kawah Wurung to the foreign visitors. So, it will attract more foreigner tourists to come.

### **1.3.3 For the viewers**

This final project can be used by foreign tourists to know more about Kawah Wurung as well as for everyone who wants learn English by listen the Source language while read the Target Language from the video.

### **1.3.4 For the student**

This final project can be used for students of Politeknik Negeri Jember as a reference in making subtitle with different videos.