

# CHAPTER 1. INTRODUCTION

## 1.1 Background

The tourism industry in Indonesia takes an important role for economic sector. The tourism sector plays a strategic role in supporting international economic development and driving the growth of local economies, particularly around tourist attractions, by acting as a leading industry in the era of globalization (Ernawati, 2019). Indonesia's tourism sector has become a major driver of international demand and territorial financial development because it has enormous potential in cultural diversity, each of which has its own uniqueness. Chaysalisna, (2023). This potential needs to be managed well so that it can continue to provide a good impact on the economy, especially in areas that have diverse tourist attractions. For this reason, the state provides an opportunity for the community to participate in supporting the development of tourism in Indonesia, especially in the field of tourism travel. Travel agents are one of the supporters of the sustainability of tourism activities today. They are spread across almost the entire country, especially in areas that have great tourism potential. One of the areas that stand out for its charm and unique attractions and has many travel agents is Malang Regency.

Malang is well known for its tourism industry, such as the beautiful scenery, architecture, and a variety of culinary delights to choose from (Mujihestia, 2018). The city serves as a gateway to see the natural beauty of East Java, such as Mount Bromo, which one of the must visit destination that is often visited by domestic and international tourist. With a variety of tourism destinations in Malang, the existence of travel agents are important to provide the right guidance for travelers. Travel agents can later help organize travel plans by providing quality travel services and satisfying travel experience. One of the travel agent in Malang is Traveloky Tour and Organizer. Traveloky Tour and Organizer is an independent agency located in the city of Malang. It

established in 2017 with the aim of providing quality travel services and satisfying travel experiences. Traveloky Tour and Organizer is committed to develop a variety of attractive tour packages according to the needs of customers. Headed by Dwi Putra Oky Saktian as the director, it has 3 offices, namely in Malang Regency, Lamongan Regency, and Kediri Regency.

The information above was gathered from preliminary study done by the writer. The writer interviewed the manager of Traveloky Tour & Organizer. The manager also explained that Traveloky Tour and Travel become very well known in Malang and its surroundings, due to its great customer service and dedication to ensuring its clients are satisfied. The company specializes in putting together a wide range of tour packages, such as those for community trips, business meetings, and student trips.

To promote its services Traveloky Tour and Organizer uses social media. Social media, mostly Instagram (@traveloky.id), is used for advertising, tour packages, business events, travel documents, and trip activities. The Instagram, followed by 5,748 followers with 640 post, is updated regularly, so the customers will not miss the newest information and package offered. Moreover, Traveloky always keeps customers interest in the available tour packages by building relationships with loyal customers and sending travel proposals regularly. Whereas WhatsApp number is available to talk and negotiate directly with customers. To support promotional activities, Traveloky also uses promotional videos. This is also intended to expand its global reach and increase its presence in the travel market.

Despite its success, there is a problem with the promotional video of this travel agency that has been used for two years on their official YouTube channel. It is no longer in accordance with current needs. The video only uses 1 language, namely Indonesian, making it less appealing to international interests as they only focus on local travelers. In addition, the video still shows the old logo, whereas Traveloky has changed its brand identity for today's audience. Furthermore, the activities shown are not relevant to what the company currently provides as they modernize and expand the types of experiences they offer. The video showed limited tourist destinations and attractions compared to nowadays, where Traveloky has many places for travelers to choose from. The services depicted in

the video are also incomplete. The conclusion is that it is outdated and no longer fully represents the current Traveloky Tour & Organizer.

Based on above facts, the manager highlighted that he needed a new promotional video because he wants to attract more costumers not only domestic but also international by using bilingual promotional video. To overcome this, the manager asked the writer to make a new promotional video, ensuring that the video accurately displays the service and meets the desires of modern viewers who are expected to become potential consumers. (Jawab et al., 2015) stated that media information such as print media has a weakness, in terms of the efficiency of information delivery and distribution, but when using the media information such as promotional video, information more effectively and efficiently, because it provides audio visual formats, namely video, animations and sounds. Later the promotional video can be put in Traveloky social media, played in front of potential customers when they have a presentation in order to give the services to the certain institution and showed to the visitors when they join an exhibition in the future. In fact, Traveloky Tour and Organizer had previously produced a promotional video. However, the existing video was outdated and no longer reflected the company's current services, destinations, and facilities. Therefore, this project focused on updating and improving the previous promotional video so that the information presented became more comprehensive, relevant, and aligned with the company's current marketing needs.

Online promotional videos can provide visual information about products and services, making it easier for consumers to comprehend ((Ago et al., 2023). By updating the promotional video for Traveloky Tour and Organizer, it is hoped can greatly increase its attractiveness and leading to greater interest from potential customers both domestic and international. The new promotional video emphasized professionalism and also underline the company's dedication to providing the best services, which is essential to retaining clients in the competitive travel sector and it shows the company's commitment to share more detailed company information to public.

## **1.2 Objective**

This final project aims to make the new version of Traveloky Tour and Organizer promotional video.

## **1.3 Significances**

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

### **1.3.1 For the Writer**

By conducting this final project, the writer can apply the skills and knowledge that have been obtained from English Study Program such as writing, translation, and speaking skills.

### **1.3.2 For Traveloky Tour and Organizer**

The product of this final project can be used as a promotion media to introduce and attract more customers of Traveloky Tour and Organizer both domestic and international.

### **1.3.3 For the Viewers**

The viewers can get detailed information about Traveloky Tour and Organizer from the video promotion.

### **1.3.4 The Student of English Study Program**

The final project can be used as a reference for students who would conduct similar final project.