

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is one of the largest archipelago countries in the world that have many tourism objects and also unique cultures. Indonesia begins to promote their tourism objects and unique cultures to attract and make tourists visit Indonesia. There are many places that foreign tourists could be visited in Indonesia such as waterfalls, mountains, lakes and tourism villages. Those places make Indonesia can stand as one of the favorite countries based on foreign tourists, when they spend their leisure time. Based on the data of *Badan Pusat Statistika* (BPS), the number of tourists that came to Indonesia had reached up for about 9.44 million in 2014 where almost 5 million come from Java Island. This number increases 7.19 percent compared in 2013. This actual data is majored by Java Island as the area who provides the more in amount of number of tourism objects.

Java Island divided into six provinces. They are West java, Central Java, East Java, Banten, DKI Jakarta and DI Yogyakarta as the special regions. Java Island is well known with the tourism destination such as mountain, beach, lake, waterfall, and tourism village. East Java is region with tourism potential that interesting compared to other surrounding provinces. It becomes a tourist destination from various areas in Indonesia also foreign countries. A lot of cities in East Java were already explored, but some cities should be promoted to attract the tourists to visit like Bondowoso.

Bondowoso is one of a proper destination for tourists who visit East Java. This regency has many kinds of tourism objects include nature tourism, historical tourism, culture tourism, and culinary tourism. The visitors can enjoy those all tourism objects by only visit one destination that is tourism village. One of the tourism village in Bondowoso is *Desa Wisata Organic Lombok Kulon*.

Desa Wisata Organic Lombok Kulon is located at Lombok Kulon, Wonosari, Bondowoso, and East Java. This tourism village has agriculture aspect that very interesting to be visited. Based on the result of interview with the chief of *Desa Wisata Organic Lombok Kulon*, the number of local visitors is about 600

peoples every year. The number of foreign visitors is lower than the local visitors that is 120 peoples in every year. This tourism village provides an agro tourism service like organic rice planting directly in the farmland together with the farmers and breeding fish without using chemical patterns. Visitors are able have direct interaction with the farmers. Many domestic and foreign visitors who intend to visit *Lombok Kulon* directly see about the process how to cultivate organic vegetables and fruits, how breed the fish, and how to plant the organic rice until it becomes a product. One of the products of this agro tourism is organic rice that has been legalized by international standard. It also has a unique culture like *Jaran Kencak*. It is an activity to gather people to see the horse dance show accompanied with traditional music. This event usually shown by local societies there. Some foreign visitors often visit this tourism village while they are staying in a few days with a traditional atmosphere and they also learn about the agricultural local environment. So, there is a process of important learning about the use of organic materials in every single industrial aspect from the local societies. Besides, visitors can also enjoy the adventure activities such as: tubing and go cycling. This tourism village also offers handcraft product. The visitors can learn about the process how to make dolls from the steam of banana bunch. In addition, it facilitates the visitors with special bamboo houses as the accommodation. It is located above a small river and face directly to the view of green farm.

By those interesting activities, therefore this tourism object should be promoted to wide society also international through media promotion. The media promotion will be used in English language. So far, they only used a guide book and blog as their media promotion. The guide book that was made by students of state polytechnic of Jember put many of pictures and description. Besides that, based on the writer's analyses, there was one place that did not explain in the guide book. It was organic house. In the organic house, the visitors can enjoy the place by seeing the detail process of cultivating organic vegetable, organic fruit and buying the organic vegetables and fruits, but in the guide book did not mention that. Furthermore, the content of guide book was explained only the

description of activities. Some of the layouts of the guide book are still focus on the picture. The description looks unclear and it makes the reader difficult to read the description written on the guidebook especially for choosing of the color word. Additionally, based on the interview with the chief of *Lombok Kulon*, he said that they have a blog for promotional media. It handles by one of the crew of this tourism village. The content of the blog is consist of 4 articles. There are some mistyping on those articles also they did not put the access. The layout of blog only gave some pictures and there were no animations that would make the blog are more interesting for readers. In addition, nowadays the blog has already non -active because the crew that handle the blog did not up to date with the activity or anything else about *Desa Wisata Organic Lombok Kulon*. For that reason, this final project intended to make a promotional video entitled “The Aesthetic of Lombok Kulon”

According to Nastuti and Ramadhani (2013) a promotional video is an effective media because it is able to display not only the visual to be seen, but also shape, sound, motion, and experience visualization. The promotional video will be appropriate media to expose more about this tourism village. Promotional video is visual media for setting accurate customer expectation. It allows demonstrating your product or ideas, people will tend to believe you more. The promotional video will be including some information such as a brief history, location, accommodation, and activities. This promotional video is bilingual that consist of English and Indonesia Language. It is easy for people to get the information. It also helps to promote the tourism object as the picture is more real, so that people will be interested and attract them to come.

Based on the reason above, the writer decides to make the promotional video as the final project to expose *Desa Wisata Organic Lombok Kulon* in order to attract the tourists to come on that place. It can help the tourists in getting information easily about. Besides that, promote it in order to be more popular, the writer also can apply the knowledge that have been learned at English study program. The writer hopes that it can give many advantages for many people.

1.2 Objective

The objective of my final project is to create a promotional video for *Desa Wisata Organic Lombok Kulon*.

1.3 Significances

Based on the objective above, hopefully this final project gives benefits to the following parties:

1.3.1 The writer

This final project is very useful for the writer that can apply her English skills in speaking, translation, writing, English for Tour and Travel, and English for agrotourism. In addition, in designing the promotional video, the computer skill is needed.

1.3.2 Visitors

The product of my project can help visitors to get detail information. Visitors also will know the real destinations in Lombok Kulon. They will be more interesting to visit, enjoy, doing research and other purpose in this tourism village.

1.3.3 *Desa Wisata Organic Lombok Kulon*.

This product will give advantages for *Desa Wisata Organic Lombok Kulon*. This promotional video will help *Desa Wisata Organic Lombok Kulon* to promote their tourism object and cultural attraction to improve the visitors.

1.3.4 Student of English study program

The result of this final project is also expected to become a reference for next students of English study program who will have a similar final project. It also can use by the lecture who need the material for practicum or lecturing class.