

## CHAPTER 1. INTRODUCTION

### 1.1 Background

East Java has many potential cities in tourism object. A lot of cities were already explored in tourism object, but some cities should be promoted to attract the people or tourist visit. From the data in tourism officials of East Java 2016, the higher development of tourism objects happens in famous cities such as Malang, Blitar, Banyuwangi, Bondowoso, Jember, Probolinggo, Tulungagung, Kediri and also Lumajang.

In other hand there are also some cities that have potential tourism objects that placed in the north area of East Java or wellknown as Pantura. Lamongan is one of them. It is one of the cities in East Java that has a lot of potential tourism objects that can be explored such as beach, cultural tourism, religion tourism and recreation tourism. Kutang beach is the beautiful beach in this city. Lamongan is also famous for its recreation tourism and cultural tourism. There are Wisata Bahari Lamongan or we can called WBL as recreation tourism and Batik tourism that located in Sendang Agung regency as a cultural tourism. Most of people there, are making batik as activities of home industry to help their daily needs to get income. This cultural tourism was introduced in 1990. Moreover Lamongan also has the religion tourism objects so called Sunan Drajat site that located in Drajat subdistrice and Sunan Sendang Duwur that located in Paciran subdistrice. This city also has two special traditional foods that are very recommended to be tasted by visitors, Those are *Soto* Ayam Lamongan and *Wingko Babat*. Those food are the original product from Lamongan. The taste of these foods are very delicious, because it has secret recipe.

That is the wonderful and unique city that has many potential tourism objects and located in northern shore. Based on the writer's interview to the organizer assistant of Kutang beach that Kutang beach has a promotional media in the form of video in Indonesia version, but he said that this tourism object need an additional media that can support to be explored by tourist not only for domestic

but also international tourist. That's the reason why the writer would like to make travel guide video in English version. This video will be the additional media in Lamongan city which actually have already had media but in the form of Video in Indonesia version. This video will be up to date which is consist of complete information about tourism objects in the Lamongan city recently. This video will be uploading in YouTube to reach all level of tourist wherever they are. The video uses English version because the target of the video is not only domestic tourist, but also foreign tourist.

Besides that, the writer also can apply her skill that have been taught in English study program to make this travel guide video. There are some subjects in English study program that have been taught, both English for general purpose and English for Specific purposes. English for general purpose are subjects which they learn about English language skills, speaking, writing, listening and reading generally. While, English for specific purpose are subjects which learn specifically the materials such as English for Hotel and Restaurant, Public Relation, English for Secretary, English for Banking and English Tour and Travel. Then the subject that related with writer skill in English for general purpose such as speaking and writing. For the skill that related with English for specific purpose is English for Tour and Travel.

In line with the explanation above, the writer considered to give the title of the final project "Travel Guide Video of Lamongan City Tourism Spot in East Java".

## **1.2 Objectives**

The objective of my final project is to develop the travel guide video of marvelous Lamongan city tourism spot in East Java.

## **1.3 Significances**

This final project had several significances for the writer, for the tourist, the tour guide and to the students in English study program as explained below:

1. For the writer

This final project is a great media to implement the writer's English skill like speaking, reading, pronunciation, English for tour and travel and writing. Besides that, the writer can apply her skill in tour and travel subject.

2. For the tourist

The video give detail information about tourism objects and show the beautiful destination in the Lamongan tourism spot.

3. For the tour guide or tour leader

The video can use as a reference to the tour guide to know the beautiful destination in the Lamongan city in East Java Indonesia.

4. For the student in English study program

This video can use as a reference and model for the students to conduct a similar final project in different area of discussion.