

CHAPTER 1. INTRODUCTION

1.1 Background

Tourism is one activity that can refresh our mind from our daily routines. According to Mathieson and Wall (1982), tourism is temporary movement of people to destinations outside their normal places of work and residence. Nowadays tourism becomes one of popular activities especially in Indonesia.

Indonesia is the largest archipelago country in the world. Ranging from Sabang in Aceh to Merauke in Papua, Indonesia consists of thousands of large and small islands, which are connected by straits and seas. As a result, Indonesia has many wonderful tourism spots especially for natural tourism objects. Thus, Indonesia becomes the most recommended destination for both domestic and international tourists. Every single place is always interesting to be explored including Banyuwangi. Banyuwangi is one district in East Java that is now being led by a young and smart regent who always tries to develop tourism sector in its district, Abdullah Azwar Anas.

According to The Government of Banyuwangi (2016), Abdullah Azwar Anas said that tourism should be developed because it is an effective way to develop economy sector. Therefore, the local government of Banyuwangi started to develop tourism objects in Banyuwangi by establishing ecotourism program. The Government of Banyuwangi (2015) stated that, ecotourism aims at optimilizing and keeping the natural potential and also Banyuwangi's culture. From that program Abdullah Azwar Anas said, Banyuwangi applies four ecotourism policies. The first policy is developing tourism destination and the atractiveness of the tourism objects. The second policy is standardization of the human resource competence on tourism. The third policy developing technology information based tourism development. And, the last policy is empowering people and *UKM (Usaha Kecil Menengah)*.

Nowadays tourism objects in Banyuwangi have been more developed and also more well known because of the program especially those related to the beaches. Many people come to Banyuwangi to visit the beaches. According to The

Government of Banyuwangi (2010), there were 1.057.952 domestic tourists and 10.462 foreign tourists visited Banyuwangi in 2013. Meanwhile, in 2015, there were 1.639.307 domestic tourists and 44.392 foreign tourists. According from the data, the number of visitors of Banyuwangi tourism objects increased. Although Banyuwangi tourism objects has become famous, there are still many unexplored tourism objects and one of them is waterfalls.

Waterfall provides natural view and natural freshness for the visitors. It can be one of alternative places to refresh visitor's mind. Waterfalls can also become the best place for people who like adventures because the road to reach the waterfalls is challenging. They cannot directly reach the waterfall with their vehicles, but they should walk for a few kilometers from the parking lot. Sometimes, they should pass through rocky and slippery roads. Once they arrive they will see amazing views of the waterfalls.

When visiting a tourism object, visitors should know the location, the condition and the facilities available. They need clear information to go to certain tourism places so that they will not get lost. According to the result of an interview with Darmanto as the Head of Department of Culture and Tourism of Banyuwangi, Local Government of Banyuwangi has been intensively promoting tourism objects in Banyuwangi to facilitate visitor's needs. To fulfill the visitor's need and to help the government promote the tourism objects, promotional media are needed.

The Department Culture and Tourism made a promotional video for tourism objects in Banyuwangi. However, the video provides only general illustration about tourism objects in Banyuwangi. The video is lack of information about new tourism spots that now become tourism destination. And one of the new destination that unexplored well is waterfall.

Based on the information above, the writer wants to make a promotional video that contains detail information of 5 waterfalls in Banyuwangi. They are Jagir, Kethegan, Pertemon, Kembar Arum, and Telunjuk Raung waterfalls. Beside these waterfall are unexplored well and has the same direction. It also to make tourists want to visit Banyuwangi and let them know that Banyuwangi has some amazing

waterfalls with wonderful view like that of other countries. Hopefully by making a promotional video, the writer can promote those 5 waterfalls and make them widely well known. A promotional video is a video that contains a video about something that can persuade the people to taste or visit what is in the video. The video will be entitled Fabulous Tourism Destination in Banyuwangi.

1.2 The Objective

The objective of this final project is to make a promotional video of five waterfalls in Banyuwangi

1.3 Significances

Based on the objective above the significances of this final project are for these parties:

1.3.1 The Writer

The writer can apply the skills that she got in English for Tour and *Biro Perjalanan Wisata*, Speaking and Writing courses.

1.3.2 Department of Culture and Tourism of Banyuwangi

This product is expected to give benefits for the Department of Culture and Tourism of Banyuwangi. It can help to promote tourism objects in Banyuwangi, especially the waterfalls.

1.3.3 The Students of English Department

This product can be a reference for students of English Department who want to conduct similar final projects especially in making a promotional video.