

CHAPTER I. INTRODUCTION

1.1 Background

There is no doubt that Indonesia's tourism sector is now entering an interesting phase in its development. With the "Wonderful Indonesia" branding effort, the government is keen to make tourism one of key sectors boosting the economy. Therefore, the number of foreign tourists arrivals in Indonesia has grown steadily from 2007 to 2015, it is about 9.730.000 of foreign tourists. Every province in Indonesia has many beautiful tourist destinations and becomes a magnet for both local and foreign tourists to visit. Based on statistic data of BPS (*Badan Pusat Statistik*) Indonesia (2010), Java is the fifth largest island in Indonesia. Java Island itself has so many tourism potentials like beautiful beaches, waterfalls, mountains, forests, lake and so on. Those kinds of tourism object have been developed, so it can attract more tourists to visit the object. According to Yoeti (1994) "tourist attraction", a term that is more often used, is everything that becomes the attraction for people to visit a certain area. So, nowadays, many people spend their holiday with traveling or vacation, and from a selection of tourism object, the beach became one of the most popular objects. Because on the beach we can enjoy some simple activities such as enjoying a sunrise, sunset, sunbathing, snorkeling, diving and the others.

One of a tourism objects that we can choose is in Lumajang city. Lumajang is one of small towns that is located in East mount of Semeru in the East Java province. The beautiful tourism potential is presented in this regency, especially the southern coastal tourist areas, such as: Bambang beach, Dampar beach, Tlepuk beach, Watu Pecak beach, Watu Godag beach, Meleman beach. All of these beaches include the southern coastal area that borders directly with the Hindia ocean.

Unfortunately, by looking at the potential of a tourism object, some of south beaches do not have promotional media to promote the beauty of it. There is just one leaflet for the beach like Bambang beach, Dampar beach, Tlepuk beach, Watu Pecak beach, Watu Godeg beach and Maleman beach, but it does not give

more specific information about the beach itself. So, it is necessary to create a media to promote some south beach in Lumajang, especially for Bambang beach, Dampar beach and Watu Pecak beach that located in Pasirian subdistrict, about 20-24 kilometers from South Lumajang city.

To get some information about the beach, the writer conducted an analysis by interviewing one of the secretarial staff of Tourism and Culture Department of Lumajang. She said that the 3 southern beaches that the writer had chosen did not have a media of promotion, especially video. So, when the writer confirmed to create a promotional media, the staff directly agreed with the writer, because the promotional media in the form of video will be able to attract the local tourist, domestic and foreign tourists to watching more about the natural beauty of the beach. Based on the data of tourist visits in 2017, a total of 181,391 tourists on vacation to those beaches, Dampar beach, Bambang and Watu Pecak. So, a promotional video can help increase the number of tourists who come on those tourism object.

In this case, promotional media is a communication medium created in order to provide more information about any product or object to the public society. And one of the example of promotional media is a video. The writer choose a video than the other media because according to MCMaster (2015) video is the most powerful way to evoke emotions online, it means that the video can directly attract the viewers to watching the content of the video, so they will be interested and want to visit the object in the writer's video. So, the writer made the promotional video for the hidden paradise of south beach in Lumajang as interesting as possible.

Therefore, based on the statement above, the writer decided to make a promotional video in billingual version (Indonesian and English) for Bambang beach, Dampar beach and Watu Pecak beach as the final project, because this product not only for local or domestic tourists but also for foreign tourists.

1.2 Objective

The objective of the final project is to make a promotional video of south beach in Lumajang (Bambang beach, Dampar beach and Watu Pecak beach) as the promotional media in bilingual version.

1.3 Significances

From the final project, hopefully it can be useful for :

1.3.1 Tourism and Culture Department of Lumajang

The product can be used to promote and give more information about the paradise of south beach in Lumajang for local or domestic and foreign tourists.

1.3.2 Tourists or Readers

Hopefully the product gives more information about Bambang beach, Dampar beach and Watu Pecak beach in Lumajang for local tourist or domestic and foreign tourist, so they will be interested to visit there.

1.3.3 Writer

This final project could make the writer apply the skill of writing, translation, speaking, pronunciation and more knowledge about tourism. In this case, the writer also develops the skill in creativity to design a promotional video.