

## **CHAPTER 1. INTRODUCTION**

### **1.1 Background**

Development of tourism activity in Indonesia grows so fast. The development of tourism can also be seen from increasing amount of the tourists who visit the tourism objects in Indonesia. According to the study held by Prantawan (2015), tourism sector serves as one of the largest income earner and as the creators of jobs. From the definition, it can be concluded that tourism sector is one of the largest income and the provider of job opportunity in the country. The development of tourism facilities are also related with tourism activity. The facilities that are related to tourism activity are transportation, travel agent, and accomodation. The accommodation is important in this sector, and it can be seen from the number of hotels that spread in the entire cities of Indonesia.

There are a lot of hotels in Indonesia which have many facilities that can make the guests who stay there felt comfortable. According to Moha (2016), hotel is a company managed by its owner to provide food, drinks, and a room to stay for people who are traveling. It means that hotel is a place in which the owner rents the rooms and provide the hospitality service with many facilities there. There are two types of hotels, non-rated and rated/star hotels. They compete in giving the best service for their guests. The facilities that they offer are also interesting and vary, such as swimming pool, sauna, fitness, café, restaurant, ballroom for meeting, and others. Every province in Indonesia has many hotel groups, such as Santika Hotel, Shangrila Hotel, Swiss Bellin Hotel International, Harris Hotel and others. Those hotels offer a lot of interesting facilities and compete in price range. One of famous hotel groups in Indonesia is Aston Hotel.

Aston Hotel is a famous hotel group that was established in 1994. Aston is the name of International Hotel network. As the president and CEO of Aston International, Charles Brookfield explained that Aston is a hospitality company management that manages hotel, resort, apartement and villa from 2, 3, 4 dan 5 rated star in the Asia Pacific area. The headquarter of Aston International is in Hawaii, United State of America. This hotel was established by a husband and wife,

Tati Tatibouet and Annalie. Aston Hotel has also already spread in other cities in Indonesia, including Jember.

In Jember, Aston hotel has already operated and served many guests from other cities. Aston hotel in Jember is a 4-rated star hotel. It is located in Jl. Sentot Prawirodirjo No. 88 Jember. Aston Hotel Jember has 7 floors, 152 rooms, and 2 elevators. Aston Hotel Jember has a concept of a modern hotel with international standards and has various of facilities to fulfill the needs of conference delegates, corporate business travelers and families on a joyful trip. There are a lot of facilities in this hotel. The facilities offered to the customer are restaurant, fitness center, café, swimming pool, and many others. Aston Hotel Jember has many guests and it shown by the increasing number of the guests. Based on my interview with a staff who works in Aston Hotel Jember, in 2016, there were 48.000 guests that stayed in Aston Hotel Jember. But that number of visitors is a few because the location of Aston Hotel Jember is in the middle of city but not in the main road of Jember. Thus, a medium of promotion is needed.

There are a lot of media that can be used to promote something. For example, the media that can be used to promote are booklet, guidebook, website, and video. Promotional media used by Aston Hotel Jember are radio, website, billboard, brochure, magazine and newspaper. However, they do not give any satisfying result. The effective media that must be used is a company profile video because a lot of companies use a video for informing about the existence of that company

The media that will help Aston Hotel for promote is company profile video. According to the study held by Wahyu (2013), video is a complete media, because video has the elements of motion, a real visualization, picture, sounds, and there are many elements of music in one unit or called as multimedia. Video is an interesting medium that has already been used by a lot of hotels as a main promotional medium and it can attract visitor to stay. The video can contain hotel services and the facilities provided. Because all of the reasons, the writer intended to make a company profile video of Aston Hotel Jember to help the company become more famous.

## **1.2 Objective**

The objective of my final project is to make a video company profile of Aston Hotel Jember that can be used to promote Aston Hotel Jember.

## **1.3 Significances**

Based on the objective above, there are some significances of this project.

a. for the writer

This product will be useful for the writer because he can apply his skill in writing, speaking, and also computer skill when making this product.

b. for Aston Hotel

This product can be a medium of promotion for Aston Hotel Jember.

c. for the tourist

This product can help tourists in knowing Aston Hotel Jember clearly and well.

d. for the English Departement Students of Politeknik Negeri Jember

The result of this final project is also expected to become a reference for students who will do similar final project.