

SUMMARY

Making A Tutorial Video Of Being Tour Leader: Jember Tourism Destination, Fairuz Reynavenska Arnanda Utomo, Nim F31140301, Tahun 2017, 60 pages., English, Communication and Tourism Department, Politeknik Negeri Jember, Yuslaili Ningsih, S. Pd, M. Pd (Supervisor I) and Enik Rukiati, S.Pd, M.Pd (Supervisor II).

Tourism is one of many ways to fulfill human needs in giving their soul and body a recreation and leisure. Most of the people are travelling to good places due to get some rest from their daily activities. Therefore, tourism business development is extremely needed in order to support the accomplishment. Tour and Travel Agency is always being the main part of tourism business. To reach the success of each kind of tours provided by tour and travel agencies then the existences of tour leaders are really needed. Tour leader is becoming essential need and component on Tour and Travel Agency especially in Jember City since the tourism destinations in Jember are now rapidly develop.

The writer choose four Tour and Travel Agencies in Summersari subdistrict which handle quite enough foreign tourists every year, those are Nuansa, Warna, Summer Holiday and Planet Tour and Travel Jember. The main language used to communicate with foreign tourists is always been English but in fact their tour leaders not too good in delivering speech in English. In another side, English for Tour and Travel subject who to be taught in the fourth semester in English Department has limited media in giving role model for the students in conducting the job of guide and tour leader especially in the location or in certain tourism places. In another words, the lecturer does not have someone that can be a model for the students in conducting the tours.

The writer decided to make tutorial video of being a Tour Leader in Jember Tourism Destination as her final project. Hopefully it can be an additional media that provide the details information related to the tour leader duties, skills and simulation. The video contains material of how the tour leader communicates and leads the group of tour. The video divided into three parts; Opening, Content (Theory and Practical) and Closing. In the opening part, the writer introduced

herself as the tour leader. The content consist of theory and practical part. In theory part, the writer explained the duties and skills of tour leader. In practical part, the writer did simulation as the application of tour leader duties and skills in the real field. In closing part,the writer mentioned the conclusion.

In doing this final project, the writer had done the data collecting method such as interview, questionnaire, data for content and audio visual. The writer had interviewed the staff senior of Jember Culture and Tourism Official Department, the president of Warna, Nuansa and Summer Holiday and Planet Tour and Travel and lecturer of English for Tour and Travel subject. The questionnaire had shared to the students of 2014-2015 academic years that have taken English for Tour and Travel subject. The data for content taken from official website, youtube and experts' book. The last, audiovisual material by took a short video of Payangan beach.

In addition, in making this product the writer had been done several steps those are deciding concept, developing concept, making script and storyboard, processing the video and finishing the video. The writer finished the final project in Politeknik Negeri Jember. The duration of this project conducted from October 2016 until September 2017.

In working on this project, the writer got advantages especially in speaking and computer skills. Like the way how to deliver the information with correct expression, pronunciation and intonation. Also it can improve the writer's self-confidence by doing actions in front of the camera. The way how to edit the video is a new knowledge for the writer although the process of editing the video is difficult enough because it needs so much patience. In the other side, the writer faces some difficulties in finishing the final project. The writer needs more time to finish the final project because the writer had limited time with the deadline. In developing the idea and concept of the tutorial video was also difficult in searching the reference. Fortunately, the writer consulted it with her supervisor and they help to revise the product in order to have a better result. Hopefully, this project can be really useful for all of them who want to learn or being Tour Leader in the future.