

## CHAPTER 1. INTRODUCTION

### 1.1 Background

Nowadays, ecotourism become foremost issue in tourism business. Every country competes to make it to attract tourists to come including Indonesia. Indonesia currently is developing ecotourism in many regencies likes Baluran National Park that located in Situbondo, Nusa Barong Preserve that located in Jember, and Bawean Wildlife Reserve that located in Surabaya. Beside, ecotourism can include a nature area like river, lake, swamp, and peat that can be a potential tourism object in the tourism business to be explored. The purpose of this movement is to increase the tourism aspect and add the financial income of certain regency. One of regency that now becoming the most potential one to be explored is Bondowoso.

Bondowoso is a small part of East Java that has many kinds of tourism objects. For the example is *Kawah Wurung* which is located in Sempol sub district Bondowoso that provide a green nature which has a fresh air. Another tourism object is *Ijen Creater* that becomes famous place which provides visitor not only enjoy the beautiful view but also they can learn about how to make a special souvenir from belerang like soap and handicraft. Besides that, visitor also can enjoy *Tancak Kembar Waterfall* that located in *Andungsari village* which has a unique myth. The local people believe that if they visit that place and wash their face, they will be looks younger.

Those all tourism objects is so popular and very often visited by the visitor, but now there is one of great tourism object that is trying to be developed by the goverment of Bondowoso which will become popular. It is a tourism village which also developed by the other regency. There are many tourism villages in Bondowoso such as Desa Wisata Lombok Kulon, Desa Wisata Glingseran, Desa Wisata Kalianyar, Desa Wisata Tamanan, Desa Wisata Prajekan Kidul and *Desa Wisata Rawa Indah Almour*. Those tourism villages have different potential tourism object of each village especially for *Desa Wisata Rawa Indah Almour*. This is a new tourism village that develops in a recent year that located in

southeast Bondowoso especially in *Alas Sumur village, Pujer subdistrict, Bondowoso*. This place has a complete tourism objects such as nature tourism, historical tourism, culinary tourism, and culture tourism. For nature tourism, there are swamp and field that have a fresh air. Moreover, there is a historical tourism object in this place like a stone cave and megalithic sites. This is a new object that had already known several months ago by the local people. Beside a unique culture tourism likes Silat Melajuh that can be the interesting one of tourist and traditional food like dedak rice, snail satai, anchovy spicy sauce and ireng-ireng are provided in this place. With all of those things, *Desa Wisata Rawa Indah Almour* is one of tourism object in Bondowoso that can attract tourists to visit there.

Although *Desa Wisata Rawa Indah Almour* has a great potency as tourism destination and has some of promotional videos, however it does not make the international visitors of this place significantly increased. Based on the organizer of *Desa Wisata Rawa Indah Almour* said that the international visitor of this place is only 2 visitors in year and the domestic visitor is 1000 visitors in month. This is caused those the content of promotional videos only about old pictures and some general information in Bahasa Indonesia that makes international visitors less interesting in this place. Therefore, in this final project the writer plan to make a new promotional video of *Desa Wisata Rawa Indah Almour* completely by adding the detail information, the new pictures and written information in English version that will be presented orally to attract international tourists to come to this place. Then this video will be uploaded into YouTube to reach out more the visitors.

## **1.2 Objective**

The objective of the writer's final project is to make a promotional video of *Desa Wisata Rawa Indah Almour* Bondowoso.

## **1.3 Significances**

Based on the objective above, hopefully this final project can give benefit to the following part:

#### 1.3.1 To the Writer

The writer is able to apply the writer's speaking skill, pronunciation skill and writing skill. Beside the writer also apply the writer's skill in computer when the writer makes the video.

#### 1.3.2 To the Tourist

The tourist can get the information about the new real condition of *Desa Wisata Rawa Indah Almour*.

#### 1.3.3 To *Desa Wisata Rawa Indah Almour*

This product will be the new promotional media for *Desa Rawa Indah* to attract tourist to come to this place.

#### 1.3.4 To English Study Program Student

This product can be a reference for student in English Study Program, who will conduct the final project especially in Developing Promotional Video.